



SANTA CRUZ ASSOCIATION OF REALTORS®
Creating Better REALTORS®



inside REAL ESTATE

Santa Cruz County's Real Estate News Source

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To advertise in this publication, please call Andrea at 831-464-2000

Hi Ho, Hi Ho It's Off To Work We Go!



For The Full Story See Page 5

Broker Open House Tour Rules Update

Tour Rules state that the listing agent or a representative must be present at the Open House.

Effective July 9, 2009 you may be subject to a \$100 fine if no one is present at the home on tour.

Click [here](#) for SCAOR Broker Open House Tour Rules

SAVE THESE DATES

July 15th

SCAOR Election & Membership meeting.

July 22nd

State of the County Address with the Mayors from Scotts Valley, Santa Cruz, Capitola, and Watsonville.

August 17th

SCAOR Economic Summit.

Please keep these clear and plan to attend these important meetings

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COMMUNITY TELEVISION - YOUR OWN TV STATION

Like many communities, Santa Cruz County is lucky to have its own Community Television station. Founded in 1994, Community Television can be seen on Comcast Cable Channels 25, 26, and 27 and Charter Cable Channels 71, 72, and 73.

"We really are your TV station," says John Patterson, who has served as CTV's Executive Director for the last two and a half years. "We have three channels totally dedicated to local content, driven by the needs and interests of County residents." CTV features a diverse range of programming, including coverage of all major local government bodies, programming produced by local residents, and excellent public affairs programs like the Leon Panetta Lecture Series, Democracy Now, and CTV's own Commu-

nity Express talk show. In addition, the station is a full service low-cost production facility, open to any resident of Santa Cruz County who wants to produce programming. "We have one channel totally devoted to providing a platform for the news and views of local residents", says Patterson. "Not only that, we'll teach you how to make a program and provide the equipment for you to do it." Programs need not be produced using CTV equipment however. Patterson explains that many people have their own equipment these days and they shoot and edit their own shows for cablecast on CTV.

Patterson started out in television as a teenager but took a very roundabout journey to get where he is today. In high school and college he was into

all things television and film. When he finished his degree at Northwestern University, however, he somehow ended up in the theater world. "I had been writing screenplays, but somehow I found writing for live performance more fulfilling," he says. Patterson got involved at a small theatre in Santa Cruz called Actors' Theatre and began writing, producing, and publishing plays. Several of his short plays have been published in collections and he's had plays produced in Santa Cruz, San Francisco, and Texas. "Every once in awhile I will get a call from a school in Tennessee or somewhere wanting to do a play of mine. It's certainly not lucrative but it's nice to know my work is out there."

Patterson later went on to become Managing Director at Ac-

tors' Theatre on Center Street in Downtown Santa Cruz. "It was a really great opportunity to cut my teeth in non-profit management," he says. "I was there for 8 years and pretty much got to do everything. Keeping a non-profit theater financially viable is probably as challenging as running any kind of business there is."

Patterson has enjoyed his return to television. "I really believe in what CTV is doing," he says. "To live in a community that supports and values the importance of locally produced television programming is really inspiring," he says. Feedback or ideas can be e-mailed to Patterson at john@communitytv.org. For those who don't have cable television, a selection of CTV programs can be viewed on-line at www.communitytv.org.

Santa Cruz Association of REALTORS®



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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.

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President's Message

Local REALTORS® Attend National Meetings in Washington DC



Lela Willet
2009 Association President

Unique Homes & Land
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A group of local Santa Cruz Association REALTORS® joined approximately 8,000 REALTORS® who gathered in Washington DC to inspire action on Capitol Hill that will help stabilize the real estate market and encourage economic recovery as part of the National Association of REALTORS® Midyear Legislative Meetings and Trade Expo. The meetings took place May 11-16.

During the week, our REALTORS® participated in sessions to address and meet head-on the challenges facing today's residential and commercial real estate markets. REALTORS® were joined by a number of policy leaders and industry experts, including U.S. Department of Housing and Urban Development Secretary Shaun Donovan; Federal Deposit Insurance Corp. Director Sheila Bair; former Federal Reserve Board Chairman Alan Greenspan; and former U.S. Secretary of Labor Robert Reich.

Our local REALTORS® met with Congressman Sam Farr to underline the importance of making stabilizing the real estate market a priority.

Talking points included:

1. Move the Housing Market Forward and Safeguard our Communities. Fortifying Fannie Mae and Freddie Mac: The federal government must have a continued key role to ensure capital for mortgage lending throughout all mortgage markets and in all market conditions. FHA and GSE Loan Limits: Congress should make permanent the 2008 loan limit

formula and loan limit cap. Homebuyer Tax Credit: Congress should expand the \$8000 first-time homebuyer tax credit to include all homebuyers at all income levels.

2. Preserve the Mortgage Interest Deduction. NAR opposes any changes to current law. The MID is a remarkably effective tool that facilitates homeownership and community stability. More than 75% of homeowners utilize the deduction over the period they own their home.

3. Enact Health Care Coverage for the Self-Employed and Small Businesses. NAR urges Congress to pass health care reform legislation that addresses the inequities faced by the self-employed and small businesses

in the nation's health insurance delivery system.

4. Adopt Reasonable Approaches to Energy Efficiency: NAR supports commercially reasonable, incentive-based approaches to help our nation's commercial and residential buildings become more energy efficient. NAR strongly opposes energy labeling requirements that are imposed at time of sale or impose undue economic burdens on property owners or managers.

5. Stabilize and Provide Liquidity to Commercial Real Estate Markets: The freeze in our nation's credit markets has adversely affected commercial and investment real estate. Property owners seeking to refinance existing loans, including land and residential development loans, are finding access to credit limited. Restoration of the orderly functioning of financial markets is essential.

NAR supports an expansion of the duration

Continued on next page

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EQUAL HOUSING LENDER

REALTORS® ATTEND NAR WASHINGTON MEETINGS

By Barbara Palmer

Members of the Santa Cruz, San Benito, Watsonville, and Monterey Associations of REALTORS® attended the National Association of REALTORS® meeting held in May. As part of the meeting some members attended a meeting with Congressman Sam Farr. There were 5 major issues that we discussed with our Congressman.

First, we asked that he vote against an energy bill unless amended to remove the point of sale conversion to certify a home "energy star compliant." Congressman Farr agreed that this would place a burden on the seller and purchaser. He agreed to send a letter to the entire California Congressional Delegation supporting our position.

Second, we asked that he preserve the mortgage interest deduction without limitation to income, that is retain current law.

Third, continue to help congress move the housing market forward. This includes not only



Left to right: Stephen Pearson, Barbara Palmer, Lela Willet, Cara Denny, Sandy Kaplan, Candie Noel, Kim DiBenedetto, Bobbie Nelson, Ann Marie Sorcenelli, Roy Navarro, Steve Becerra.

preserving the \$8,000 tax credit for first time buyers this year, but also allow the credit for all primary residential purchases. Fourth, support bills that would

stabilize the provide liquidity to commercial real estate markets. Fifth, we reminded him that any health care reform would address the unique set of issues

that face the self-employed and small businesses in finding affordable health insurance.

President's Message Continued

of loans offered to investors, by the Federal Reserve through the Term Asset-Backed-Securities Loan Facility (TALF), from the current three-year term to at least five years to better accommodate the longer loan terms of commercial mortgages. (Most commercial mortgages have a loan term of seven to 10 years). NAR supports the retention of current capital gains rates.

Many thanks to the following SCAOR participants: Barbara Palmer, Candie Noel, Ann Marie Sorcenelli, Sandy Kaplan, Bobbie Nelson, Robert Bailey, Suzanne Yost, Margie Kiedrowski, Rosemarie McNair, Kathy Hartman and Lela Willet

NAR MIDYEAR MEETING IN D.C. First Time Impressions

I was very excited about traveling back to Washington DC for the NAR Mid Year Meetings this year. It was my first NAR event and it won't be my last.

I always thought I couldn't spare the time, but when I heard about all the issues that we would be discussing with our Representative Sam Farr; I was hooked.

Meeting with Sam about my hot buttons; supporting both medical insurance reform and the elimination of the energy audit at point of sale made it all worthwhile. We were encour-

aged by his responses to our needs and I felt as though somebody actually listened.

In these tumultuous times, it's important for us REALTORS® not to lose sight of what is really important. I now believe the NAR meetings present a great opportunity for further education and to help shape how our profession is perceived and received. I am going to plan on going again next year.

**Anne Marie Sorcenelli
Bailey Properties**

Exploring the Universe

Google Earth is a great program for exploring our planet. But what if you want to view outer space?

Microsoft's WorldWide Telescope brings the universe to your computer.

You can view images taken by the Hubble and Spitzer telescopes. There are even photos taken from the Chandra X-Ray observatory. You'll see the aftermath of supernova explosions and other phenomena. To use the WorldWide Telescope, you need Microsoft's .NET Framework 2.0. If you don't have it, you'll be prompted to install it. **It's free.**

www.worldwidetelescope.org

RSVP

REALTOR® SERVICE VOLUNTEERS PROGRAM

Local REALTORS® Help Local Seniors

The poor weather took a break just in time for our generous REALTOR® Service Program Volunteers (RSVP) to hit the streets and help out our local seniors! Our second annual RSVP was held during Seniors Week on May 4th. The RSVP group went armed with supplies to wash windows, trim bushes, clean bathrooms, pull weeds, and even trim trees!

The homeowners were very appreciative of the tasks that were done and the volunteers felt that their time spent was very worthwhile. *“My group felt their time was genuinely worthwhile when the homeowner came out to say hi and was in tears. It only takes one day out of our time and the recipients are grateful all year long!”*, Vicki Garside said.

We have already received written positive feedback and thank you cards from our homeowners, *“I think this is a wonderful program and it is very generous of the volunteers to donate their time to help those of us who*

need it.”, Joanne Peterson, homeowner.

The program assists the homebound and elderly by doing tasks and chores that they are unable to do themselves. This year RSVP had 8 senior homes and 20 volunteers. A very big thank you to our volunteers who donated their time and supplies, RSVP Chair, Linda Darrigo and team leaders, Bobbie Nelson, Vicki Garside, Betsy Tyler, Debra Alexander, Barbara Townend and Bernie Alioto and the rest of the hard working crew: Chris Clayton, Carolyn Green, Jennifer Sullivan, Alison White, Lela Willet, Inez Pandolfi, Mary Margaret, Marji Vickner, Susie Stelle, Lori Strussis, Carla Richmond, Cici Stebbins and Victoria Doria.

We look forward to next years RSVP and helping even more homeowners!

If you would like more information on this program please contact Andrea Harbert at 831-464-2000 or andrea@scaor.org



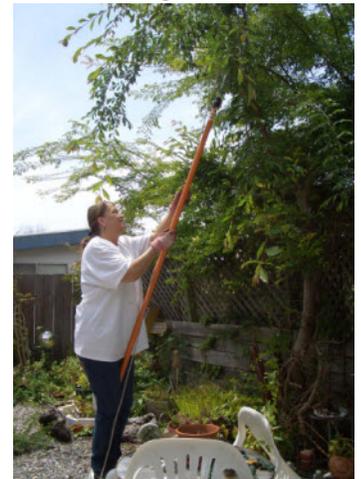
Cici Stebbins our expert window washer!



Vicki Garside, Bobbie Nelson and Victoria Doria working in the garden!



Inez Pandolfi tackling the overgrown vines



Carla Richmond with her handy tree trimmer!



Bernie Alioto, Vicki Garside, Joanne Peterson (homeowner), Inez Pandolfi and Victoria Doria

Please remember to thank all of the REALTORS® who participated in the REALTOR® SERVICE VOLUNTEER PROGRAM for their commitment to our community.

If you would like more information about the program, please call Andrea at (831) 464 2000



Patricia Stewart (homeowner) and Carla Richmond



Education and Professional Development



How to be a Successful REO Buyer's Agent

Mon. June 1st. 9am-12 noon \$25 Member before 5/21, \$50 Member after 5/19. \$55 Non-Member anytime

Instructor: Bob Barrie

Learn how to successfully represent your buyers, what forms to use, handling counter offers, and how to successfully sell more REO properties. In this class you will get to the heart of the REO business. Seminar Topics Include: Why Sell REO's? Finding Buyers; What to consult with your Buyers; Showing Properties; Writing Contracts & Presenting Offers; Counter Offers/Agreements Reached; Inspections; Escrow; Sign Off and Closing

Charlie Krackeler's License Renewal Review & Testing

Fri. June 5th 8:30.-12:30pm \$65 Member (must register by 5/22/09) \$85 member (after 5/22/09) / \$90 Non-member anytime

Instructor: Charlie Krackeler

At this seminar you will complete exams for the five mandated courses* and receive a certificate for 15 credits. You will receive an access code to Charlie's website to complete the remaining 30 hours of testing over the course of two days.*Ethics, Agency, Fair Housing, Trust Fund, and Risk Management**Course material will be emailed to you shortly after registration. If you prefer course material in book format there is an additional \$20 charge. Please note: In order to start testing on 6/5 you will need to receive the study mate-

rial at least 7 days prior to start of class. All students who register after 5/28 will need to make special arrangements to test on the Mandated courses. Course material will be available to students at the Association.

GRI #108 Risk Management

Fri. June 12, 8:00am-5:00pm
Cost: go to www.edesignations for more details and to register or call 1 888-785-4800. Save \$263 if you register for the entire series

Instructor: TBD

This mandated course covers topics to minimize the chance of having a claim or lawsuit filed against you! Learning Objectives Upon completion of this course, the student will be able to explain how risk management can be applied to a wide range of functions and activities including: Negligence Negligent misrepresentation Intentional misrepresentation Fraud Constructive fraud Breach of fiduciary duty Breach of contract Violation of the Business & Professions Code 17200 et seq. Students will learn that increased training in the area of risk management is a necessary function for improving the business practices of real estate licensees and consumer awareness.

Massive Abundance

Fri. June 19th. 10:00am-11:30am
FREE to Members who register by 6/12, \$15 Members who register after 6/12. \$20 Non-member anytime

Christopher Stafford and Deborah Jenkins, authors of the book Massive Abundance will share their fifty years of experience in

real estate and training to explain how to be unbelievably successful! What is "MA"? It is a feeling, an experience, a vision. It is an outcome. It is working \$3,000,000 deals rather than \$300,000 deals It is working fewer hours while getting better results It is improving the quality of your leads and contacts It is making more money and getting what you want It is about igniting the passion in all you do It is about reaching your highest level of potential in a changing market

Duane Gomer's Short Sale Update - 2009

Mon. June 22nd 1:30-4:30pm
Cost: \$35 Members if registered by 4/9/09, \$50 Member after 4/9/09. \$70 Non member anytime

Instructor: Duane Gomer.

What's Up in 2009: Why Do Short Sales & Why Not Do Short Sales; Advantages to Sellers & Buyers & Brokers; Current Lender's Attitude & Time Frames; Other Options for Sellers & Brokers Closing Short Sales in Less Time For More Commission: Short Sale Listing Addendum; Authorization to Receive & Convey Information; MLS Wording on Commission Reduction; Seller's Information Checklist from CAR; Hardship Letter, Recourse or Non-Recourse Loans; Package for Lender—Let's Overwhelm Them! What You Need to Know!: Time Frames of Trustee Sales-Move Fast! Problems of The Lenders & Closing Them; Tips to Avoid Forgiveness of Debt Tax; Fighting Lender Commission Reductions, etc.; Working with Investors-New

CAR Forms; What to do if Your Short Sale Fails-It's REO This class was originally scheduled for 4/27/09 and has been rescheduled to Monday June 22, 2009.

e-PRO Workshop

Fri. June 26th 9:00am-10:30am
Cost: FREE To register call 1-866-377-6627 or go to <http://ePROworkshop.InternetCrusade.com>

Instructor: Saul Klein

Attend the upcoming FREE e-PRO Workshop to learn invaluable tech tips and how e-PRO will benefit you, plus receive a \$25 discount for your e-PRO course enrollment! Discover Hidden Secrets; Interact with the "Connected Customer"; Plug into an electronic community; Create a Web-based marketing strategy; Utilize the latest high-tech advances such as: Digital cameras, virtual tours, MLS systems Don't miss NAR's free e-PRO Workshop, presented by Saul Klein, President of InternetCrusade®. Saul, selected as one of the 25 most influential people in the real estate industry by NAR® in 2003, will teach you technology tips that will immediately help differentiate you from your competition! Set Yourself Apart!

Risk Management Tips for Today's Market

Tue. June 30th 1:00pm-3:00pm
Cost: \$15 Member (bef. 6/12) \$25 Member (aft. 6/12). \$50 Non-member anytime
Instructor(s): Attorney's David Hamerslough & Bill Jansen.

Continued on page following Spring Fling pictures.

The 2009 Spring Fling Event - a Huge Success!

The sun was shining, the BBQ was smoking and the margarita machine was churning at the 2009 Spring Fling, the SCAOR annual premiere networking event. This event was held on the grounds of the Association on May 6, 2009. It was a fun filled, well attended event with great food and conversation – not to mention the Mango Margaritas!

A very thoughtful thank you to our Event Sponsors who helped to make this event possible:

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Joe Ganeff,
Xchange Solutions

Baking Contest

Our baking contest offered an outstanding array of delectable desserts and was judged by our own Michael Clark of Michael's on Main. Congratulations to our winners and a huge thank you to everyone who participated!

The overall winners were: First Place, Carole Castle and her pina colada cheesecake; Second Place, Phyllis Harbert with gluten free chocolate brownies; Third Place, Debbie Canning and a super chocolate cake.

Thanks to all who attended and supported this event! We hope you had a great time and we look forward to seeing you next year.

If you would like to participate in next year's Spring Fling, please contact Norma Milete at nmilete@scaor.org or 831-464-2000

Raffle Prize Winners!

Thanks to all who donated and congratulations to the winners:

Peter Boutell
Debra Frey
Ivy Andersen
Linda Bailey



John Peterson, Sterling Properties and SCAOR Director, Bobbie Nelson



Past President, Christa Shanaman



Linda Darrigo and Bettsy Tyler, Coast Country Real Estate



The Vanguard REALTORS Crew showed up in full force



Genie Lawless, Housing Foundation Fundraising Co-chair, Karen Schenk, Fundraising Member, and Mike Mulhern, Keller Williams Realty - SC



Tim Guest, First American Title Co., Housing Foundation Vice Chair Mark Junod and Greg Turnquist, Looking Forward Mortgage

More pictures on next page



Current SCAOR President, Lela Willet and SCAOR Board Director, Frank May.



Margarita & Registration Sponsors, Dick Cornelsen of Wells Fargo Reverse Mortgage (left) and Joe Ganeff of Xchange Solutions.



When it was time to line up for the delicious BBQ provided by the DeAngelo crew, your Santa Cruz Association of REALTORS® Board of Directors was on hand to serve up the grub! Thank you to Lela Willet, Steve Allen, Candace Bradfield, Christa Shanaman, Debra Frey, Marji Vickner, Bobbie Nelson and Frank May.

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* Ads are placed on a first come first served basis. Prices reflect running an ad on a per month basis.

EDUCATION SCHEDULE

Continued.

Risk Management Tips
Continued:

In this seminar presented by Attorneys Bill Jansen and Dave Hamerslough, you will learn how to identify current market issues before they become a risk management problem tomorrow. Topics discussed: REO's Short Sales Foreclosures Disclosures Loan Modifications Litigation Case Studies and more!



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www.youconvertit.com



REPORT FROM THE NATIONAL ASSOCIATION OF REALTORS® MIDYEAR MEETING IN WASHINGTON, D.C.

The National Association of REALTORS® Midyear Legislative Meetings were held the week of May 11 in Washington D.C. If you have never been, you are missing an opportunity to experience how our Association, BOPAC and IMPAC funds work for REALTORS® and work to preserve home ownership rights.

In addition, the event was held in our nation's capital. It gave us the opportunity to meet with our Members of Congress on Capitol Hill and express our concerns about major issues impacting REALTORS®, our community, homeowners, and property values. In addition, we are able to thank our Members of Congress, in person, for their support to these same causes.

The issues presented this year were those effecting us the most. They came from the grass roots up; our clients, family and neighbors, to our local board SCAOR, to CAR, to NAR. The

issues are identified, consolidated and affirmed through the process. When the Federal Political Coordinators meet with their State Representatives they provided a powerful front. They were all on the same page. They are all presenting the same message.

The five major issues presented to all State Representatives were:

- 1) Move the housing market forward and safeguard our communities, fortify Freddie and Fannie to ensure capital for mortgage lending, make the 2008 loan limit formula and caps permanent and extend the \$8000 home buyer tax credit.
- 2) Preserve the mortgage interest deduction. MID should not be changed, reduced, or limited.
- 3) Enact health coverage for the self-employed and small businesses. Legislative reform must address the affordable health in-

urance issues self-employed and small businesses face. Cost containment and affordability must be a part of the plan.

- 4) Adopt reasonable approaches to energy efficiency. Support legislation that provides financial incentives for energy retrofits for all properties. Oppose mandatory point-of-sale energy labels.

- 5) Stabilize and provide liquidity to commercial real estate markets. Expand the use of

Term Asset-Backed Securities loans (TALF) for purchase of Commercial Mortgage Backed Securities (CMBS) beyond the current 3 year limit. Congress must maintain the existing 15% capital gains tax rate

If you have not contributed to your Political Action Fund this year, there is still time. It is through your support and contributions to this fund that makes all of this possible.

How Much Paint Needed For Your House?

When it's time to freshen your house for showing, painting is an easy way to give it a refreshed look. Maybe you want a new color scheme, or maybe you just want to cover scuff marks.

But before you start, figure out how much paint you need. You don't want to waste money by

buying too much. But you need enough to get the job done.

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Real Estate Legal Matters

THE DUTY TO DISCLOSE

By Teresa V. Rein, Bosso Williams



Calemine v. Samuelson (171 Cal. App.4th 153, 89 Cal. Rptr.3d 495 (2009)) is a recently published decision which emphasizes the importance of full disclosures. In this case, the adverse condition of the property, water intrusion, was clearly disclosed, but two lawsuits relating to the water intrusion and unsuccessful repair efforts were not disclosed.

The seller's Transfer Disclosure Statement (TDS) stated that the seller was aware of "[f]looding, drainage or grading problems" and added the notation "[h]eavy rains below ground walls & slab." The section of the TDS to be completed by the listing agent further stated: "Water damage noted in garage. Buyer is urged to get a physical inspection from a licensed contractor." The TDS did not mention two lawsuits or unsuccessful repair efforts relating to the water intrusion issue.

Three years after escrow closed, water intrusion occurred and the buyers filed a lawsuit against the seller and others for nuisance, breach of contract, negligence, misrepresentation and

concealment. The trial court granted the seller's motion for summary judgment, finding that there was sufficient disclosure of defects, and no triable issue of material fact regarding a misrepresentation or failure to disclose as to the water intrusion. The buyers appealed.

On appeal, the court found that a real estate seller has both a common law and statutory duty of disclosure. With respect to the common law duty of disclosure the court stated: "It is now settled in California that where the seller knows of facts materially affecting the value or desirability of the property ... and also knows that such facts are not known to, or within the reach of the diligent attention and observation of the buyer, the seller is under a duty to disclose them to the buyer." The statutory duty of disclosure set forth in Civil Code § 1102 et seq. does not alter a seller's common law duty of disclosure, but is intended to make a seller's required disclosures specific and clear.

The court noted that the TDS form which must be used (Civil

Code §1102.6) requires disclosures including problems relating to flooding or drainage and any lawsuits concerning the property. In its decision, the court of appeal found that the seller's disclosures relating to the water intrusion issue were adequate, but its failure to disclose the two lawsuits and failed repair efforts relating to the water intrusion presented a triable issue of fact with respect to the adequacy of the seller's disclosures. The court stated:

"In a real estate transaction, whether the matter which was not disclosed was of sufficient materiality to have affected the value or desirability of the property is ... a question of fact... Here, the evidence revealed a triable issue of fact, as the existence of the two lawsuits was the very type of material information that a potential buyer could find seriously affected both the desirability and value of the property."

The court noted that the seller made what could be characterized as a partial disclosure (the ultimate problem of water intrusion) but there was a triable is-

sue of fact as to whether the balance of the information concerning the two lawsuits and the failed repair efforts should have been disclosed. The court noted, "where one does speak he must speak the whole truth to the end that he does not conceal any facts which materially qualify those stated."

The court emphasized that disclosure of the two lawsuits would have enabled the buyers to examine the details of those actions and evaluate their purchase in light of information including that the water intrusion had existed since the condominium was built, repairs which were ineffective and the subsequent efforts remedy the problem.

This case serves as an important reminder to fully and completely disclose adverse conditions relating to property in a TDS, including any litigation and previous repair efforts relating to the issue.



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June's Angel Investor, Dan Fish and the Wells Fargo's Sharing Advantage Program

A big thanks to Angel donor Dan Fish and Wells Fargo for their support of the Santa Cruz Association of REALTORS® Housing Foundation. Wells Fargo has always been a great supporter of the Housing Foundation as a participant in events, through grants, donations from the Sharing Advantage Program and through the volunteer efforts of Trustee's like Dave Deteso and Jeff McCormac. Dan using, Wells Fargo's Sharing advantage program, has generated over \$1,200+ for the Housing Foundation so far this year.

Dan shares the benefits of the SCAORHF when his customers can direct a \$300 donation to the charity of their choice.

Here is the program overview:

Wells Fargo Home Mortgage continues to provide ways to improve the quality of life for consumers by adding value to communities with the Sharing Advantage® Program. Borrowers who purchase or refinance a home can direct Wells Fargo Home Mortgage to contribute \$300.00, in their name, to a 501(c)(3) organization of their choice. After the loan has closed, the borrower selects the charity to receive the \$300.00 contribution.

So if you're using Wells Fargo for a purchase, refinance or reverse mortgage please be sure to ask your loan officer about the

sharing advantage program and how the Housing foundation is helping to put first time home buyers into homes in Santa Cruz County.

The Santa Cruz Association of REALTORS® Housing Foundation (SCAORHF) is a local, non-profit organization focused on bridging the gap to home ownership for low income individuals and families in Santa Cruz County. For more information and to learn how you can contribute via our Escrow contribution Program please visit our website at www.scaorhf.org.

Congratulations to Suzanne Yost

Suzanne graduated from the National Association of REALTORS® Leadership Academy. The Leadership Academy helps participants develop their leadership knowledge and abilities to eventually assume a national role.



An advisory council selected a handful of REALTORS® for the leadership program that began in August 2008 at NAR's Leadership Summit in Chicago and concluded during the Midyear Legislative Meetings last week in Washington, D.C. The commencement ceremonies were held during the 2009 REALTOR® Midyear Legislative Meetings in Washington, D.C.

“A Taste of Santa Cruz” Booth Sponsor Kickoff is Coming!

Get involved with one of the most successful community fundraisers in Santa Cruz County! The 5th Annual “A Taste of Santa Cruz” is slated for November 5th at the Cocoanut Grove and we are currently looking for booth sponsors! The Booth Kick-Off Event, is June 15th at 10:00 am and you are invited to come that day and pick your booth from the show floor. Payment for your booth

must be received at that time. For more information about purchasing a booth and/or becoming a sponsor, please [click here](#)

This event draws nearly 800 attendees every year and exposes you and your company to the community. Call Andrea Harbert at 464-2000 or email andrea@scaor.org for more information!





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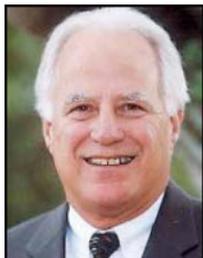
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Affiliate Spotlight



Richard (Dick) Cornelson
Wells Fargo
Home Mortgage
(831) 320-8143
Affiliate Committee Chair

Relationships, Planning and Consistency will always put you in the best place for our industry in 2009. The SCAOR Affiliate Committees' purpose is to help provide the working relationships that assist in making the right moves so that we all can take advantage of the opportunities that are in front of us.

Our Mission Statement

The purpose of the Santa Cruz Association of REALTORS® Affiliate Committee is to provide a channel of communication to enhance and maintain good working relationships among the REALTORS® and Affiliates, to support Affiliate and REALTOR® members through the programs and services that promote the professionalism and common goals of Association membership, to assist and participate in special events and activities of the Association, and lend their knowledge, expertise and experience in the real estate industry.

We, the Affiliate Members, do want to accomplish this with you and for our mutual interests in making the process of transferring real-estate ownership effective and clear to all involved.

Ask us what is new or working well in our specific area of expertise. We might be able to increase your effectiveness with your client.

New Educational experience for the Reverse Guy.

I am, as you are, impressed with how hard the SCAOR staff work to assist us in all areas of moving people into and out of real estate. I would like to applaud the Educational Committee that I attended for the first time last month. That group of talented individuals is working very hard to be sure that we have our skills "honed" so that we can do the best job in the process of transferring ownership of real estate. Keep your eye on the EDUCATIONAL OPPORTUNITIES that are offered and take advantage to update yourselves with skills that you can use NOW.

SCAOR Store JUNE SALE



Shoe Covers

50 pair per box @ \$15.00
(Regularly \$18.00)

Great Class, Great Experience

Leadership Santa Cruz County

Are you looking for a great networking opportunity? Would you like to build relationships with people in the community that represent the diversity of the businesses and organizations in the county? Leadership Santa Cruz County is now accepting applications for Class 25.

Sound interesting? It's not only interesting, it's fun! One day a month for 9 months you join your classmates in a day of learning and adventure. You will discover places you never knew existed. Each day focuses on a topic like tourism, education, agriculture, health, or art and culture. You will meet top professionals in their field who will share insights in the issues and opportunities facing the community. Some of the learning takes place in various locations throughout the county; and

much of it takes place on site visits and field trips. By graduation you will not only have some valuable inside knowledge of how the county operates, but you will also have made some lifelong friendships and have an impressive experience to add to your resume.

To find out more about Leadership Santa Cruz County, please visit the leadershipscc website at www.leadershipscc.org or call Executive Director Dave Vincent at (831)662-3881.

Dave will also be happy to answer any emails sent to leadershipscc@cruzio.com.

There is an early bird special for all applications received before August 15, 2009. Applications can be found on the homepage of the website.

Some help at the pump

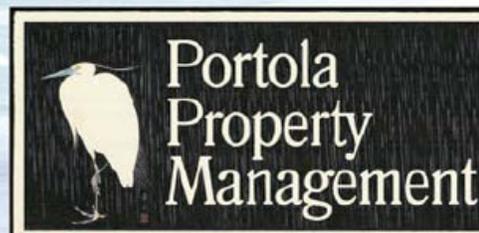
Gas prices are up 20 per cent this year and experts are warning that prices may go much higher.

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Friday, June 19th
10:00AM-11:30AM
2525 Main Street in Soquel, CA

FREE to SCAOR Members
who register by 6/12/09
\$15 SCAOR Members
Registered after 6/12/09
\$20 Non-member anytime

Presented by: Christopher Stafford and Deborah Jenkins, authors of the book *Massive Abundance* will share their fifty years of experience in real estate and training to explain how to be unbelievably successful!

To Register: Fax to 831-464-2881; Mail to SCAOR, 2525 Main St., Soquel, CA 95073; or call 831-464-2000
Payment must accompany registration to secure a seat

The 20/50/30 Rule

We have all been exposed to the 80/20 rule. This rule states that 80 percent of our results come from 20 percent of our labor, or 80 percent of our income will come from 20 percent of our clients. When this rule is learned and applied, it is a powerful tool towards success.

There is another rule, which I have applied with great results throughout my sales career. It is more powerful but less known

than the 80/20 rule. It is the 20/50/30 rule. Let's take an in depth look at this rule. In the 20/50/30 rule, the 20 percent is made up of the people who will do business with you easily. These 20 percent are people with whom you have already built trust and rapport. They have belief and faith that what you say is true.

The next group is the 50 percent of people who are on the fence.

This group, upon receiving a solid presentation and systematic approach, moves towards your side of the fence. But it takes sufficient data and reasoning to get them to commit to buying or selling a home.

The final group, which is the group that 30 percent of people fall into, is the most dangerous group. This group demands tremendous amounts of energy and time to convince them to join

your side of the fence. This 30 percent is highly demanding and often has limited respect for the services provided by others. Even with a solid service presentation, they often demand more from a sales person than the other two groups do.

This is an extract from an article written by Dirk Zeller and published on May 15, 2009 in the Realty Times. The full article can be found [here](#).



SCAOR Calendar June 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 9:00am-12:00pm How to be a Successful REO Buyer's Agent	2 C.A.R. Meetings in Sacramento 6/2-6	3 Leg. Day in Sacramento 	4	5 8:30am-12:30pm License Review & Renewal	6
7	8 8:30am Affiliate Comm.	9	10 10:30am SCAORHF Fundraising Committee	11	12 8:30am LGR Committee 8:00am-5:00pm GRI	13
14 FLAG DAY 	15 10:00am "A Taste of Santa Cruz" Booth Kickoff 2:30pm SCAORHF Trustees	16	17 10:30am SCAOR Nomi- nating Committee 1:00pm Education Com- mittee	18	19 9:00am SCAOR BOD 10:00am Massive Abundance	20
21 FATHER'S DAY & 1ST DAY OF SUMMER 	22 1:30pm Duane Gomer's Short Sale update	23	24 10:00am MLS Essentials Beginner 1:00pm MLS Essentials Advanced	25	26 9:00am ePro Workshop	27
28	29 10:00am Take a Walk on the Wild Side of Easements	30 1:00pm Risk Manage- ment Tips for Today's Market				30

ADVERTISE

NOW IS THE TIME

With all the changes in the Real Estate market, it is more important than ever to solidify your place in the market, retaining or even increasing your market share.

The SCAOR Newsletter is the *only* local publication that is specifically aimed at Real Estate Industry professionals in Santa Cruz County.

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SPECIAL PRICE
Sign an agreement to run 4 or more ads in the Newsletter and pay only \$70 for color.

CALL ANDREA TODAY at 831.464.2000 to reserve your advertising space in the SCAOR Newsletter.

Keep an eye out for our new web advertising opportunities!

New REALTOR® Members

May 2009

<p><u>Boardwalk Brokerage</u> Kelly Fitzpatrick</p> <p><u>Century 21 Award</u> Alice Tarail</p> <p><u>David Lyng Real Estate</u> Alma Gonzalez</p>	<p><u>The Office of George W. Smith, Broker</u> George Smith</p> <p><u>Upton Associates</u> Maureen Upton</p>
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