



SANTA CRUZ ASSOCIATION OF REALTORS®
Creating Better REALTORS®



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Don't Miss SCAOR's Summit 2009 - August 17th

Don't miss SCAOR's first annual Summit 2009 where industry giants share their insights and knowledge of the issues and challenges facing real estate professionals today.

Our guest speakers include, Lawrence Yun, Senior Vice President

and Chief Economist of the National Association of REALTORS®, Joel Singer, Executive Vice President of the California Association of REALTORS®, Jeff Davi, Commissioner of the California Department of Real Estate and Fred Keeley, Santa Cruz County

Treasurer.

This event will be held on Monday, August 17th from 11:30 AM – 2:00 PM at the beautiful Seaside Golf Club in Aptos. For registration information please click [here](#)



Jeff Davi
Commissioner of
the California
Department of
Real Estate



Joel Singer
Executive Vice
President of
CAR



Lawrence Yun
Chief Economist
and Senior Vice
President of
Research at
NAR

On October 6, 2004, Governor Arnold Schwarzenegger appointed Jeff Davi as Real Estate Commissioner for the State of California. As Commissioner, Mr. Davi oversees the licensing and regulation of over 543,000 real estate licensees and is responsible for a staff of approximately 342.

Commissioner Davi, of Monterey, California, is a real estate broker with many years of experience in the real estate field. Prior to being appointed, he managed a family-owned residential and commercial real estate firm in the Monterey area. He has significant experience in real estate sales, leasing, management and financing.

Commissioner Davi previously served as a Director for the *Continued on page 5*

C.A.R. Executive Vice President Joel Singer has held the Association's top staff position since November 1989 after serving as C.A.R.'s chief economist and heading the Association's public affairs department. Singer was instrumental in developing Real Estate Business Services Inc. (REBS), C.A.R.'s for-profit subsidiary, and serves as its president. He also is president and chief executive officer of RE FormsNet LLC. Singer joined C.A.R. in 1978.

Prior to joining C.A.R., he was a Fulbright scholar in Germany. When not responding to e-mails via his Treo, he enjoys hiking the Southern California mountains, traveling, and is an avid skier.

He regularly appears on CNBC, BBC, and Bloomberg TV and is a frequent speaker at Real Estate conferences. *USA Today* recently listed him among the top 10 economic forecasters in the country.

Dr. Yun has been with NAR since 2000. Prior to that, he worked as an economic consultant to the U.S. Department of Veterans Affairs and the U.S. Department of Education. Yun developed the graduate economics curriculum and taught free market economics in the former Soviet Union as that country transitioned from communism to a free-market system.

Dr. Yun earned his Ph.D. from the University of Maryland at College Park.

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Northern California CRS Chapter 2009 Monterey Educational, Networking Meeting



Friday, August 7, 2009
 Monterey Plaza Hotel
 9 am -3 pm
 \$75 Chapter Members
 \$80 Guests
 (Lunch is included)
 Starting July 22, 2009—\$99 All

Power Prospecting & Renewing Referrals With Social Media

Speaker: Doug Devitre

Fish for clients on the web like bobbing for water. Find prospects, clients, past connections and referral opportunities on the web using the power of social media. Create profiles that build your authority in your niche, script dialogues on common conversations online and craft an online community of raving fans using common social networks such as LinkedIn, Facebook, Twitter, and YouTube.

**Make your reservations by registering online at
www.nocalcrs.com**

Santa Cruz Association of REALTORS®

**2009 BOARD OF DIRECTORS****President**
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Steve Allen**Secretary/Treasurer**
Candace Bradfield**Immediate Past President**
Christa Shanaman**Directors**
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For advertising and deadline information, please contact SCAOR.

andrea@scaor.org

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

www.scaor.org
President's Message**End of July Report Card Looks Good for The Association**

Lela Willet
2009 Association President
Unique Homes & Land
(831)425-7920
lela@thewilletway.com

I want to extend a special thanks to all of you who have approached me and other Association and Committee members with your questions, comments and concerns. We want to hear from you when we are out on Tour, attending a class at the Association, waiting in line for coffee, or any time! Do not hesitate to let us know what you are thinking.

You have asked about our financial health. After seven months of operating the budget in the black, we can say that it feels great! Tough decisions to make cuts across every budget line item have made a positive impact on finances at your Association.

It has been exciting to enhance the professionalism of our members by providing the Clarus™ Market Metrics and Clarus™ Investment Suite free for one year! Have you gone to the SCAOR.org website to sign up? There will be classes right here at the Association to support you and these new programs. There will also be one of our super staff members especially trained and available to help you.

Your feedback on the free Blue lock boxes which were exchanged for the old Gray boxes has been encouraging. You tell us that the new Education Committee has been working well with Karen Kirwan to provide an invigorated, robust and eclectic menu of classes. Is there anything you would like to see more of? Less of?

Do you like the revised Association website? You wanted an agent directory, and now you have one, and it includes email addresses. Have you checked out the statistics? Signed up for Clarus™? Again, go to SCAOR.org.

Brainstorming new sources for non-dues revenue, you have given us some constructive thoughts on what could/should be carried in our Association store. Drop by the next time you are at the office to see the inventory. Shoe covers? We have them. Sign riders? Single forms? What else would you like to see in the store?

Each and every taskforce and committee has benefitted this year from the contributions of new members. Please, get involved! Small duration task

forces are a fine way to test the waters. I promise that you will not be disappointed. And, in the meanwhile, do not hesitate to contact any one of us at the Association with your comments, questions and concerns. I, for one, look forward to hearing from you.

What would you do in an earthquake?

Natural disasters are terrifying because they can happen at any moment. That makes them difficult to prepare for.

Do you know what to do in the event of an earthquake?

At this site, you can learn the actions to take. It covers a number of scenarios. It includes some humor which makes the site more engaging.

quakequizsf.org


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Steve Allen, CCIM Principal Broker/President

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EQUAL HOUSING LENDER

SCAOR Holds a Successful Breakfast With The Mayors

By Barbara Palmer

Wednesday morning about 50 members of our Association met with Mayors of 3 of our 4 cities in Santa Cruz County: Capitola Mayor Bob Begun, Santa Cruz Mayor Cynthia Mathews, and Scotts Valley Mayor Randy Johnson. The panel was moderated by Robert J. Bailey, Past President of California Association of REALTORS®.

Several questions were posed to the mayors over a two hour period. The questions were focused on housing, maintaining our quality of life, developing economic growth, and protection of our natural resources. The mayors spoke of their issues facing their cities, and the balance of providing services while facing budget cuts. Some of those issues are discussed below.

Water is a major issue for all of us. In 1996 Scotts Valley City Council made a commitment to try to preserve the aquifer that they depend upon for their water. They partnered with the water district and developed green building requirements and an extensive recycle

program. They recycle much of the water for irrigation, and Mayor Johnson reported that the aquifer that provides Scotts Valley with water has actually increased.

Most Capitola residents get their water from the Soquel Creek Water District, which has partnered with the city of Santa Cruz for a desalination plant. Soquel Creek gets its water from wells; the city of Santa Cruz depends upon run-off. In 1976-77 Santa Cruz city began a drought program. The city now has 20,000 more residents and uses about the same amount of water. They have the lowest per capita usage in the state thanks to the commercial landscaping ordinance, the green building ordinance, and the water retrofit in which 5,000 homes now have low flow showers and toilets.

Because the city of Santa Cruz has both enterprise and general funds their budget appears much greater than other cities. Enterprise funds are collected from users to provide a service for zero profit such as

municipal utilities and recreation actives. Enterprise funds are not mixed into the general fund, except by loan. An example is a loan to the enterprise fund for the purposes of helping to sustain DeLavega Golf Course. The general fund's income is from taxes with 60% being paid out for safety of the residents, mostly police and fire.

Capitola's budget is set on a pay-as-you-go plan. They maintain 5% for emergency funds, and 10% as a contingency fund; however, Mayor Begun believes 15% would be prudent. Mayor Begun said that if businesses are not successful, the city will not be successful. They are interested in seeing Capitola Mall filled to capacity, and have no intention of adding sales taxes.

Scotts Valley had 83 on staff 8 years ago and today they have 75. They combined positions and so far have not asked employees to furlough. They have also just approved a 100 room hotel. Currently they are collecting a sales tax that will be effective for 3 more years which

is helping them get through these challenging times. Mayor Johnson said that they have a 10 year plan to refurbish all the roads in Scotts Valley that is funded by gas tax.

The city of Santa Cruz has negotiated with UCSC to fund two code enforcement persons for the city rental units to deal with the worst of the impacts from the mostly student population issues, some of which are noise, garbage, and unkept yards. They also passed a party ordinance that allows the city to issue joint fines to tenants and owners when abuses, especially noise, are ongoing.

All the mayors understand the balance of private property rights and the need for affordable housing. Mobile home parks under rent control bring this issue to the forefront. Capitola has spent a great deal on legal fees with regards to this issue. Two park owners would like out of the business, and in one park homeowners have a self-assessment. Surf and Sand is in the Coastal Zone, and the park needs replacement. Capitola City Council continues to follow all of these mobile home park issues closely. Santa Cruz has spent resources to defend rent controlled parks, and the

Continued non page 5



(l to r) Sandy Kaplan, SCAOR President Lela Willet, Santa Cruz Mayor Cynthia Mathews, Candace Bradfield, Barbara Palmer, Capitola Mayor Bob Begun, Scotts Valley Mayor Randy Johnson, LGR Chair, Candie Noel, Peg Popken, Past President, Robert Bailey

Davi continued from front page.

California Association of Realtors and President of the Monterey County Association of Realtors. He also served as president of the Economic Development Corporation of Monterey County, was co-founder of the Affordable Housing Steering Council of Monterey County and was on the founding board of directors of the Monterey County Visitor and Convention Bureau.

Commissioner Davi is also involved in several non-profits mostly involving children and youth, ranging from children's youth activities and health, juvenile assistance programs to help teens avoid breaking the law and being recruited by gangs, to a statewide foster and adoption service agency that originated in Monterey County. Commissioner Davi is married with 5 children and a graduate of Saint Mary's College in Moraga.



**Fred Keeley
Treasurer,
County of
Santa Cruz.**

Mr. Keeley was appointed to this countywide elected position on January 3, 2005, upon the resignation of his predecessor. Mr. Keeley was elected to a four-year term in 2006.

As Treasurer, Mr. Keeley is responsible for the office's three divisions and functions: Tax, Collections, and Treasury. Mr. Keeley is responsible for the daily management of a \$650 million public sector investment portfolio.

Prior to his service as Treasurer, Mr. Keeley served as Executive Director of the Planning & Conservation League, and the PCL Foundation. These two forty-year-old environmental organi-

zations are established leaders in the research, development, and enactment of major environmental protection policy.

From 1996 through 2002, Mr. Keeley represented the Monterey Bay area in the California State Assembly. He served for four years as Speaker pro Tem under three Speakers. As such, he was the highest ranking member of the Speaker's leadership team, and was responsible for analysis and management of the majority's policy initiatives. Mr. Keeley is recognized for his even-handed leadership of the legislature's hearings that led to the resignation of then-Insurance Commissioner Chuck Quackenbush.

During his service in the legislature, Mr. Keeley authored the Marine Life Management Act. The Associated Press characterized that legislation as the "most significant advancement in ocean policy in fifty years" in California. Mr. Keeley also authored the two largest park and environmental protection bonds in the nation's history, a total of \$4.7 billion. Mr. Keeley's legislative leadership during the California Energy Crisis is credited with stabilizing electricity prices and electricity supply.

Upon his retirement from the state Assembly, the University of California at Santa Cruz established a lecture series in his honor, the Fred Keeley Lectures on the Environment. The inaugural lecture was presented in 2004 by former Arizona Governor and Secretary of the Interior, Bruce Babbitt. Other prominent speakers include: Stanford professor and author Paul Ehrlich; Renowned marine researcher Jane Lubchenco; and, Nobel Peace Prize recipient Benjamin Santer.

From 1988 until his election to the state Assembly, Mr. Keeley served two terms on the Santa Cruz County Board of Supervisors

Mr. Keeley is an appointee of the state Senate to the Governor's Commission on the 21st Century Economy.

Mr. Keeley serves as: Trustee, California Ocean Science Trust; Director, California Forward; Director, Save Our Shores; Director, California Voter Foundation; among other boards of non-profit organizations. Mr. Keeley teaches at San Jose State University, and is a resident of Santa Cruz.

nominally responsive to the needs of the residences, and have the ability to change as the world changes. She especially wants to maintain the sense of community in her very diverse city with UCSC, small businesses, tourism, and larger companies.

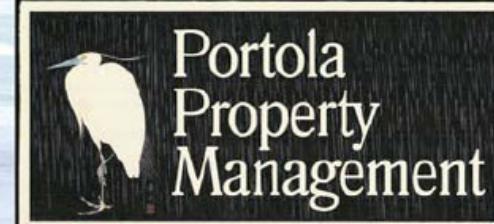
Mayor Johnson of Scotts Valley would like to balance private and public enterprise, and maintain our safe, beautiful, family friendly city. In order to achieve this he believes we need strong leadership and be open to new ways to find solutions to complex issues.

Mayor Begun would like ideas on how to attract people of all ages, especially families, to Capitola. He is interested in protecting the resources of the city, in fact, when the state budget might mean the closure of New Brighton State Park the city had met with Assemblyman Bill Monning to work with the state to maintain the existence of the park.

Quote of Note

All I need to make a comedy is a park, a policeman and a pretty girl.

*Charlie Chaplin,
My Autobiography (1964)*



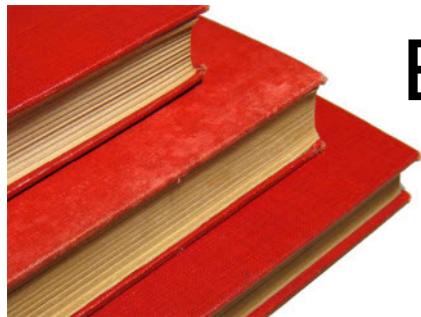
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Education and Professional Development



Gain the Edutizing Edge

How to build your business by giving today's buyers and sellers what they really value – a local market insight!

Tue. August 4th 1:30-.5:30pm
Palace Hotel in San Francisco.
Speakers:

Leslie Appleton Young, Chief Economist CAR.

Matthew Borland, Managing Broker, Partner, Zephyr Real Estate.

Allan Dalton, President of Top5 in Real Estate.

Matt Dollinger, Performance Coach of @properties in Chicago

Sean O'Toole, CEO of Foreclosure Radar™

And many more! Click [here](#) for a list of speakers and their bio's.

REALTORS® need to find more effective ways to connect with today's homebuyers and at the same time, emphasize the value of their market expertise. Traditional advertising effectiveness, especially in print, is proving less and less resonant with today's information-hungry consumer. Instead of just talking about your skill set, EDUTIZE to deliver meaningful information that helps educate a consumer while encouraging them to engage in a dialogue for more information.

In just 3-hours you will learn how to remain the smartest person in the room through the use of social networking, mobile tools and affordable software to build a whole new set of communications tools that attract new customers and ultimately sell more real estate.

The program includes not only three valuable sessions, but it also includes a Networking Cocktail Reception at the end where you will be able to mingle with your fellow Edutizers

Session 1: EDUTIZING – Growing your Business by Positioning Yourself as an Expert in Your Local Marketplace

In this session you will learn about the elements of EDUTIZING. It will explain what EDUTIZING is and why it is valuable to today's homebuyer and seller. This session's featured speaker will be Leslie Appleton-Young, Chief Economist for C.A.R., who will explain how to use local market statistics to attract attention and gain credibility.

Session 2: EDUTIZING – Telling Your Story Online

In this session you will learn specific methods you can use to position yourself as an expert in your local market. The session will teach you what types of information consumers are interested in. It will also cover specific methods for delivering your EDUTIZING message in social networks, online sites and even traditional media.

Session 3: EDUTIZING – Using Mobile to Position Yourself as an Expert

In this session you will learn about the latest real estate tools for mobile phones. This session will provide an overview of the latest developments in real estate applications for smartphones like iPhone and will teach you how to apply EDUTIZING to leverage the growth of the mobile consumer to your best advantage.

Networking Cocktail Reception.

Join other Edutizers immediately following the sessions for a cocktail reception. Network and share thoughts and ideas with other colleagues from California and around the country about the day's program.

Clarus MarketMetrics® & Clarus Investor

Friday, August 7, Sessions at 9:00am and 11:00am

Clarus Market Metrics is a simple to use, market-oriented tool designed specifically for the real estate professional to better understand the local market and communicate those insights to clients easily and effectively. In this training session you will learn how to quickly use your newest benefits in a 90 minute training. A product expert will review and demonstrate the features of Clarus MarketMetrics and Clarus Investor, including: How to use Clarus MarketMetrics as a prospecting tool to market to future clients. The best practices for integrating Clarus Investor to provide a professional report to your clients; Tips and Tricks for using Clarus MarketMetrics and ClarusInvestor effectively.

Become a Commissioned Notary

Wed. Aug. 12th 8:30am-5:00pm
Instructor: Randy Turnquist,
Duane Gomer Inc.

This is an all day event with the actual Notary State Exam administered at the end of the session. When you register for the

class you will receive a link to read the State Notary Handbook and to study 138 sample exam questions that will really prepare you to pass. The extensive course covers all the new regulations, forms and new \$10,000 fines and penalties.

MLS Training: Essentials of Matrix

Fri. Aug. 14th 10:00-11:30am
Mon. Aug. 24th 10:00-11:30am
Instructor: MLSListings, Inc.

This 90 minute course will provide you with the basic skill requirements for the MLS. Matrix search application. Upon completion you will have learned: Application navigation; Inputting Search queries; Map search; Reporting & results options; Driving directions; Adding search fields; Saving searches; Emailing & printing.

THIS IS AN MLS PRODUCT AND IS IN NO WAY RELATED TO CLARUS MARKET METRICS.

MLS Training: Mastering Matrix

Fri. Aug. 14th 1:00pm-2:30pm
Instructor: MLSListings, 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; CMA's from results; Area statistics; Customizing results; Building hotsheets; Emailing results; Auto emailing.

Matrix is an MLS product and is not related to Clarus Market-Metrics.

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C.A.R. CHIEF ECONOMIST To Kick Off Event

Chief Economist Leslie Appleton-Young will kick off "Gain the Edutizing Edge" in San Francisco on Aug. 4

The Santa Cruz Association of REALTORS® is pleased to announce C.A.R. Chief Economist Leslie Appleton-Young along with a dynamic group of real estate experts will share their knowledge with REALTORS® at a special program "Gain the EDUTIZING Edge: How to build your business by giving today's buyers and sellers what they really value--local market insight!" The program will be held Aug. 4, the day before Inman's Real Estate Connect in San Francisco at the Palace Hotel.

"This is a great opportunity for California REALTORS® to learn how to effectively support and educate consumers," said C.A.R. President James Liptak. "The EDUTIZING concept takes the real estate marketing relationship in a new direction through a variety of different platforms. We've assembled a fantastic group of national real estate experts, including our own Leslie Appleton-Young, to share their ideas on this new method."

Additional confirmed speakers include: Matthew Borland, managing broker and partner of Zephyr Realty in San Francisco; Chris Bartle, CEO of Green Key

Real Estate in San Francisco; Allan Dalton, president of Top 5 in Real Estate Network®; Matt Dollinger, performance coach of @properties in Chicago; Peter Krause cofounder of Terradatum Inc.; Sean O'Toole, CEO of ForeclosureRadar.com™; Maria Marchetti, REALTOR® with Pacific Union/GMAC in San Francisco; Jeff Brooks, San Francisco Real Estate blogger; and Errol Samuelson, president of Realtor.com.

The purpose of "Gain the EDUTIZING Edge" is to give REALTORS® more effective ways to connect with today's home buyers and at the same time, emphasize the value of their market expertise. Session topics include: Growing Your Business by Positioning Yourself as an Expert in Your Local Marketplace, Telling Your Online Story and Using Mobile to Position Yourself as an Expert. Attendees also can stay for the networking cocktail reception immediately following the classes.

Members of SCAOR get a special registration rate of \$59 for the EDUTIZING program only. A discounted \$329 rate also is available for the entire Inman Conference. For more information and to register for "Gaining the EDUTIZING Edge"

[click here](#)

Education Schedule

Continued from page 6

MLS Training: Essentials of Realist

Mon. Aug. 24th 1:00.-2:30pm
Instructor: MLSListings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Realist application. Upon completion you will have learned: Application navigation; Inputting search queries; Map search; Reporting & results options; Foreclosure reports; Map labeling; Saving searches; Data exporting

Coming in September

45 Hour Panic Program with Charlie Krackeler

15 & 45 Hour License Renewal Program

Wed., Sept. 9th 9:00-12:00pm
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.

**Study material will be emailed to you upon registration.

Escrow Coordination Secrets

Mon. Sept.21st 8:30.-12:30pm
Instructor: Diana Turnbloom
Are you ready to improve your closing rate, save time and start

creating hassle-free trans- actions?

Then attend this seminar by Leading Authority and Instructor on Transaction Management. These techniques and insights are more than theoretical ideas. They have evolved and been perfected through instructor experience. You WILL be able to immediately apply what you have learned.

You will receive 4 hours of intense training for all ranges of experience; 3 top things you must know at all times when managing pending sales!; Who YOUR Team is and what "tools" are needed to do a good job; Easy to use systems (Sample custom forms, letters, emails to help you stay organized!); How to read termite and title reports; Locate "deal killer" sentences! The "meat and potatoes" of a purchase agreement contract; Lender language. What does loan approval REALLY mean? In addition to the standard curriculum of this class, Diane will be including the following information about REO & short sales. What is an REO; What Disclosures are required Red Flags!!!; and How to protect yourself from future litigation.

Buying Your Home with a Reverse Mortgage

Mon. Sept. 28th 10:00.-11:30am
Instructor: Dick Cornelsen,
Wells Fargo

By attending this seminar you and your clients will learn how to use a Reverse Mortgage to purchase a home or use funds from a Reverse Mortgage on your primary residence to buy a second home without any monthly payments. Seminar will cover: Planning for Your Future; Reverse Mortgage 101; Using Reverse Mortgage to Purchase Homes; Pay Off Options; Costs, and more!



2009 Santa Cruz County Housing Expo

We are excited to announce the third annual 2009 Santa Cruz County Housing Expo! This FREE public event will be held on Saturday, September 19th at Twin Lakes Church in Aptos from 10:00 am-3:00 pm.

We are currently seeking exhibitors for this successful event! Please contact **Andrea** for more information at

831-464-2000



Upcoming Events You Won't Want to Miss!

Save These Dates

Sip of Summer
August 11



Tickets on sale now! Eager to meet and mingle while enjoying some tasty wines?

Then plan to attend the 2nd Annual Sip of Summer at the Bargetto Winery on August 11th from 5 – 7 PM. Tickets are only \$10.00 and you will receive one full pour of Bargetto's best. Additional pours can also be purchased.

This is a great after work meet and greet. For any of you who did not attend last year, you can plan on enjoying light appetizers, a raffle and music all at a beautiful creek side venue.

Tickets are available at the SCAOR office or by calling 831-464-2000.

2009 Housing Expo
September 19



The SCAORHF is proud to be co-sponsoring the 3rd annual SCAOR Housing Expo! This is a FREE public event which will be held on Saturday, Sept. 19th at Twin Lakes Church, 2701 Cabrillo College Dr., Aptos from 10:00-3:00. This third annual event will educate local consumers about the ins and outs of home buying, investing, "greening" their homes and foreclosure avoidance. The Expo will feature more than 20 exhibitors, many of them local and regional non-profits, and four educational tracks with presentations that include: first time home buying, lending, housing assistance programs, and investing. For more information about becoming an exhibitor, please call 831-464-2000.

A Taste of Santa Cruz
November 5



Only two booths are left for this fun and successful event! With over 800 attendees, don't miss out on this opportunity to expose your business to this large audience. ATOSC will be held November 5th at the Cocoanut Grove from 5:30 – 9 PM.

This year's sponsors thus far are: Bank of America Home Loans, Platinum Sponsor, Keller Williams Realty – SC (Mulhern Group), Gold Sponsor and Kelley Trousdale, Century 21 Lad Realty as an Event Sponsor. There are still sponsorship opportunities available. Over two-thirds of the attendees are the general public which makes ATOSC a terrific marketing opportunity for your business. Click [here](#) for more information on participating in this event.

Simplify your next move

A new house can be a lot of fun. That's because we usually choose a larger house. Or, we find one in a more convenient location.

Still, nobody enjoys the process of moving. You have to worry about changing addresses and connecting utilities.

Of course, you also have to pack your things. And then you have to load and unload the boxes from the moving van.

With so much going on, it is easy to overlook things. That could spell disaster for your move.

One Simple Move provides many tools to help your move go more smoothly. Start by creating a moving planner.

Then, create your checklist. You'll probably also want to set up e-mail alerts for important moving deadlines.

There are also plenty of tips and advice that will make moving a breeze! You can even research movers through the site's directory.

www.onesimplemove.com

This video was made in the Antwerp , Belgium Central (Train) Station on the 23rd of March 2009.

... with no warning to the passengers passing through the station,

at 08:00 am a recording of Julie Andrews singing 'Do, Re, Mi' begins to play on the public address system.?

As the bemused passengers watch in amazement, some 200 dancers begin to appear from the crowd and station entrances.

They created this amazing stunt with just two rehearsals!

Enjoy!

click [HERE](#)

Plan To Join Us For These Fun Events

In Memoriam

Our sincere condolences to the family and friends of Royce Fincher, SCAOR member since 1998.

Royce passed away on July 3.

Friends and family were invited to attend a remembrance and celebration of his life on July 19, 2009 at 11AM, Aptos Village Park, 100 Aptos Creek Rd, Aptos.

Donations in his honor can be made to the charity of your choice, KUSP and Population Connection.



In Memoriam

Our sincere condolences to the family and friends of Len Vaughn-Lahman, Photo Journalist for the San Jose Mercury News and REALTOR® member since 1991.

Len passed away on July 10th after a lengthy illness. A public celebration of Len's life was held at his home in Aptos.

Len was a very funny and interesting man who always took time to share his unique experiences. He will be missed.



LEGISLATIVE WATCH

Keeping you updated on local, state & national issues

Scwd² : Is it getting closer?

By Candie Noel

Request for Proposals (RFP) for California Environmental Quality Act (CEQA) support were issued in June, are due August 28, and contracts are expected to be awarded in October. This will begin the environmental review process for the construction of a full scale desalination plant in Santa Cruz County. A desalination plant would supplement our water supply during water shortages like we have been experiencing the past few years. SCWD is a joint project between the City of Santa Cruz Water Department and Soquel Creek Water Department. With a fully operational desalination plant, the new organization would be able to protect groundwater resources from saltwater intrusion, and address drought protection needs.

The next informational meeting is on September 24 at 6:00 p.m. at New Brighton Middle School. You can learn about the final report of the Pilot Plant Project and recommendations for a full-scale plant, understand

how to manage energy use and greenhouse gas emissions for a full scale plant, and how you can participate in the environment review process. The public is invited.

In the meantime please continue to conserve water. Both the City of Santa Cruz Water District and Soquel Creek Water District are pursuing a 15% reduction in water through October 2009.

Proposed County Septic System Regulations

John Ricker, Water Resources Director for Santa Cruz County, presented the new proposed on-site septic system evaluations at the June LGR Committee meeting. The two evaluations proposed are a File Information Summary Report and a Site Review Information Summary Report. The intent of the proposed evaluations is to provide property owners with standardized, comprehensive reports on their

septic systems' performance, limitations, and requirements for present usage and future permit approvals.

The Board is pleased with the thoroughness, standardization, and usefulness of the proposed reports to property owners. The County is considering making the reports mandatory at point of sale. The Board is opposed to point of sale mandates such as this as they place a community-wide problem on the shoulders of a small segment of the popu-

lation; home buyers and sellers. Also, in the current REO market the proposed inspections and reports could complicate an already difficult sale, and impose additional costs to the buyer making the sale too costly.

The Board will be working with the County to identify other ways of implementing this worthwhile Septic System Regulation proposal other than a point of sale mandate.

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The Votes are in for 2010!



SCAOR members packed the meeting room on July 15, 2009 to attend the Annual Membership Meeting and Election. Members also received updates from our SCAOR CAR State Directors, an update on how the Association is performing and a Legal update from Association legal council Lloyd Williams.

Under the direction of President Lela Willet, members comple-

ed the voting process to elect four new directors, the President-Elect and the Secretary/Treasurer for 2010. Those members elected are:

President Elect 2010 (1 year term), **Candace Bradfield**, Premier Real Estate

Secretary Treasurer 2010 (1 year term), **Barbara Palmer**, Bailey Properties, Inc.

Directors (3 year term commencing January 1, 2010)

John Hickey, Monterey Bay Properties

Lauren Spencer, Coldwell Banker Residential

Anne Marie Sorcenelli, Bailey Properties, Inc.

Sharolynn Ullestad, Bailey Properties, Inc.

SCAOR CAR State Directors Steve Allen, Candace Bradfield and Barbara Palmer reported on

important issues that affect our real estate industry. Updates included hot issues brought to our legislator's attention, forms and reports on Commercial/Property Management committees.

Association Counsel Lloyd Williams reviewed the legal challenges affecting our industry along with changes in depth to the different forms used by members when conducting business.



President-Elect 2010, Candace Bradfield celebrates her 50/50 raffle winnings!



Left to right: Sheila Feddema, Sandy Mason, Betty Danner and Fran Bisconer

Real Estate Legal Matters

NEW STATE RIGHT TO FARM DISCLOSURE

By Lloyd Williams, Association Attorney



For several years the County of Santa Cruz has had a Right to Farm ordinance (Chapter 16.50 of the County Code) which, among other things, requires the listing agent, or the Seller if the property is not listed, to make a verbatim disclosure to a Buyer (besides a buyer of real property, "Buyer" includes an optionee, a tenant of a ground lease with improvements, and residential stock cooperative improved with residential units) which outlines the potential inconveniences of being near a farm operation (e.g., noise, odors, smoke and use of farm equipment). This disclosure requirement applies to all real property being sold, optioned or ground leased with improvements within the unincorporated area of the County, and not just to property lying adjacent to or within a certain distance from a farm. The agricultural land is defined as commercial agricultural land in the General Plan-Local Coastal Program Land Use Plan. The Association has copies of instructions and the required disclosure in its store.

The new State law, found in Assembly Bill 2881 and filed in

September, 2008, includes a Right to Farm notification, both in the notice of intention that accompanies an application for a public report for the sale of subdivisions of 5 or more lots, and in Civil Code Section 1103.4, a subsection of Article 1.7, which is entitled Disclosure of Natural and Environmental Hazards, Right-to-Farm, and Other Disclosures Upon Transfer of Residential. This disclosure, set forth verbatim in Section 1103.4, applies to residential one to four dwelling units on a parcel (sale, exchange, option, lease with option, ground lease with improvements and stock cooperative improved with one to four dwelling units). The disclosure requirement applies to property that is located within one mile of farm or ranch land designated on the current county-level GIS "Important Farmland Map," issued by the California Department of Conservation, Division of Land Resource Protection.

Section 1103.4 provides that the Seller or the listing or selling agent may be relieved from any

error, inaccuracy or omission of information delivered to a transferee if based on information provided by a public agency or by a licensed engineer, land surveyor, geologist or expert in natural hazard discovery dealing with matters within the scope of the professional's license or expertise. The information would include the Right to Farm Notice if the property is located within one mile of the included farm or ranch. If using an expert to provide the Natural and Environmental Hazards disclosures, Agents should verify that the expert is including this Right to Farm disclosure when appropriate.

NOTE:

During my Legal Update at the General Membership meeting on July 15th, I mentioned the legislation passed in 2008 that extended the term of a tentative subdivision or parcel map by one year for maps approved and not expired before January 1, 2011. Governor Schwarzenegger signed a new law (AB 333), effective July 15, 2009, which automatically extends unexpired tentative maps for two years beyond their current expiration date. This two-year extension is in addition to any other extension per the Subdivision Map Act or other law.

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Water Alert!

Conserve 15% of Your Summer Water Use Through October

The Soquel Creek Water District requests all customers and businesses reduce their water use by 15% during the dry season, May to October. This year's rainfall was 30% below normal. The groundwater basins that supply water to our area remain in overdraft, and seawater intrusion continues to be a threat throughout the District's service area which includes Soquel, Aptos, Rio Del mar, La Selva Beach and Capitola.

Businesses: SCWD Conservation specialists are available FREE of charge to visit your business and help you find ways to conserve water. Automatic sprinkler system? Our landscape irrigation specialist can check your timer to save water or give you advice on making your system more efficient.

Old toilet? Our conservation staff can tell if it qualifies for a rebate up to \$250.

Pre-rinse spray nozzles? Get a free lower flow high-pressure nozzle.

Broken sprinkler heads? Replace them for a rebate of \$5 per head.

Leaking toilet flappers? Get a new flapper for free.

High water demanding appliance or machine? Conservation specialists can suggest more efficient machines to save water and energy.

Own a restaurant? "Water upon request" table signs are available for free.

Own a hotel or motel? Linen and towel reuse signs are available for free.

Rebates? Yes, we have many rebates and free giveaways to help you conserve water. *Note that the grass replacement rebate and free toilet program are on hold until further notice.

Have leaks? Our conservation specialists can help you identify if you have a leak. See water being wasted? Please report any water waste or leaks.

Not in the Soquel Creek Water District?

Visit [Water Saving Tips](#) to find your local water provider and see what water restrictions may affect your business.

Follow the practices below to help us achieve the 15% reduction!

Practice water conservation and minimize or discontinue water use for non-essential purposes.

Irrigate landscapes in the early morning or late evening, NOT between 10 a.m. and 5 p.m.

Prevent irrigation runoff.

No indiscriminate running of water or washing with water which is wasteful.

Do not wash exterior surfaces without the use of a positive, shut-off nozzle on the hose or when a broom or some other waterless device will suffice. Do not allow plumbing leaks or malfunctions to go un-re-

paired for more than 24 hours after being discovered.

Do not operate fountains or automated carwashes that do not recycle the water.

Restaurants should only serve water upon request. Table tents instructing customers to ask for water are available free of charge. Hotels and motels should give guests the choice to reuse towels and linens to reduce water use for laundry. Guest signs for the bathroom and bedside tables are available free of charge.

If there is excessive waste, users may be assessed a re-establishment fee after 2 consecutive violation letters are issued If reduction goals are not met, mandatory 30% water use curtailment will be considered.

See [here](#) for other Santa Cruz County water use restrictions. If you have any questions, or wish to schedule a water-wise visit call 475-8500 or click to [email](#) Soquel Creek Water District.

DALE GRAY JOINS THE ASSOCIATION

The Santa Cruz Association of REALTORS® is pleased to announce that Dale Gray will be joining the association staff as our new Government Affairs Director in the middle of this month.

Dale has a wealth of experience and knowledge that will help the Association keep watch on all the issues that take place in the city and county governments.

In these especially challenging times the Association has to

work together with local government to keep abreast and on top of issues that affect members doing business.

Dale is currently a licensed REALTOR® with Real Match, Inc. located in the San Joaquin and Stanislaus Counties so he is very aware of our Foreclosure and REO issues. He has been a broker for over 19 years and has served as an IMPAC Trustee for the California Association of REALTOR®. Dale worked with the

Monterey County AOR in 2008 as their Interim Government & Community Affairs Director.

Dale has the experience with trade associations and government affairs, coupled with years of working in the multi-faceted real estate industry which has proven to be the right combination for our association needs.

Please make a point of welcoming Dale when he arrives to represent you at all levels of government.



YOUNG PROFESSIONALS GROUP

MEET BRYAN MYERS

SCAOR recently embarked on creating a Young Professionals Group. The vision for this group is to bring young real estate professionals together for networking opportunities and utilizing the latest and greatest in technology to assist in that endeavor.

One attendee of that group was Bryan Myers, a successful young professional in the Real Estate field.

Bryan is a second generation broker and owner of Unique Homes & Land following in the footsteps of his father, Phil Myers. Bryan is 37 years old, married and has a daughter. He grew up on the lower Westside of Santa Cruz, attending school in town including Harbor High School (class of 1990) and finally graduating from UCSC with a degree in Economics.

After college Bryan became a multi media Sound Designer, Composer and Engineer working on a popular line of children's CDROMS which included Dr Seuss' Green Eggs and Ham. After a year and a half he traded up to a position at Digidesign (the Microsoft of the professional computer audio world) where for the next nine years he helped them to improve their products by integrating customer feedback into the development process.

While in his ten year stint in the technology world Bryan became a real estate investor and couldn't help but become a proponent of it since it had such a positive impact on his life. "I realized that by helping people buy and sell homes I could have a career that would make use of



all of my skills, be challenged, reward my creativity and values, and allow me to have a wonderful, interesting working environment- all while helping people improve their lives. I feel lucky to have the opportunity to do something that aligns so much in me to create such great results for others."

Recently Bryan has focused on Short Sales as a way to help troubled owners find a better living situation in a home they can afford with as little impact on their credit as possible. He will even take on two lender deals.

Outside the office Bryan can be frequently found sailing in Monterey bay, participating in local life-coaching circles and volunteering around the community.

His motto is "everything is possible through people" and welcomes the chance to connect with all of you in the business. He goes by bryanmyers09 on both Facebook and Twitter.

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- ✓ Present and establish a market-appropriate listing price and helps create a shared understanding of market trends and dynamics with their client.

Clarus tip

When logging into Clarus Market Metrics for the first time you will need to create a new account by clicking on "Click here to register" under the log in box.

What people are saying

"I have signed up which was easy and have used the reports. I am looking forward to attending one of the training session so I can make full use this great tool!", Bobbie Nelson, Longacre Real Estate

Training

Click [here](#) for classes on Market Metrics and Investor at SCAOR

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Santa Cruz Association
of REALTORS Inc.

SCAOR Calendar August 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7 9:00am-10:30am Clarus Training 11:00am-12:30pm Clarus Training	8
9	10 8:30am Affiliate Committee	11 "Sip of Summer" Bargetto Winery 5:00pm-7:00pm	12 8:30am-5:00pm Become a Notary 10:30am Fundraising	13	14 9:00am SCAOR BOD 10:00-11:30am MLS- Matrix Essentials 1:00pm-2:30pm MLS- Matrix Masters	15
16	17 11:30am Summit 2009 at Seascapes Golf Club 2:30pm SCAORHF BOD	18	19 1:00pm Education Committee	20	21 8:30am LGR Committee	22
23	24 10:00-11:30am MLS- Matrix Essentials 1:00-2:30 MLS-Realist	25	26 SCAOR Office Closed	27	28	29
30	31 9:00am Budget & Finance					

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30	31 9:00am Budget & Finance					

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"I believe that banking institutions are more dangerous to our liberties than standing armies. If the American people ever allow private banks to control the issue of their currency, first by inflation, then by deflation, the banks and corporations that will grow up around the banks will deprive the people of all property until their children wake-up homeless on the continent their fathers conquered."

Thomas Jefferson (1802)

NEW MEMBERS - JULY 2009

New REALTOR® Members

Casey Asche Real Estate
Casey Asche - transfer

Coldwell Banker Residential
Brokerage
Carolyn Chiesa

Main Street REALTORS®
John Dixon - transfer

Reinstated REALTORS®

American Dream Realty
Darwin Hoogensen

Ram Real Estate & Financial
AC Smith

Unique Homes & Land
Virginia Lee Roberts

Affiliates
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Tim Guest and Lori West