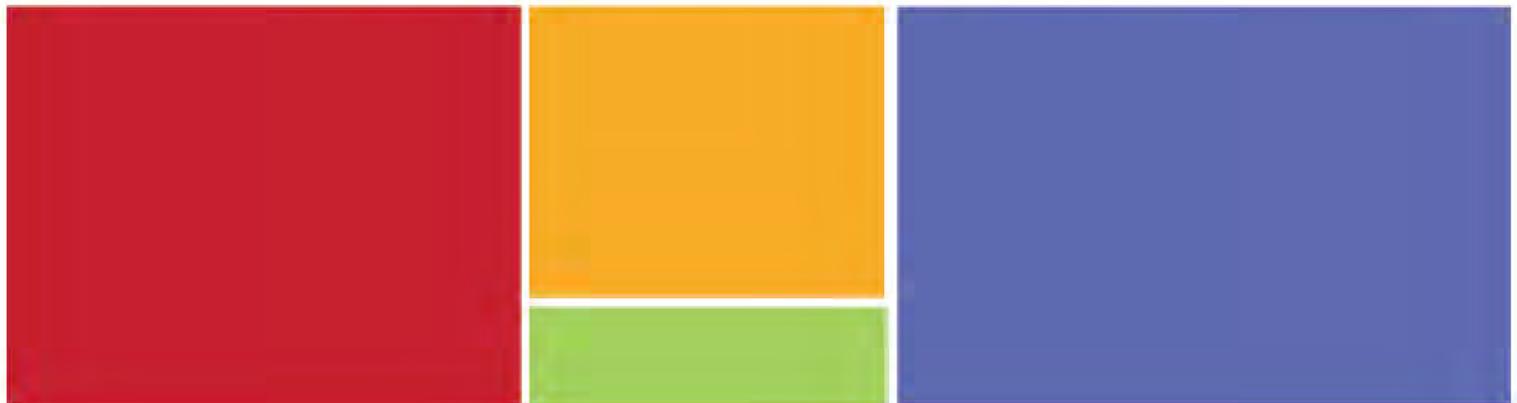


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---

*knowledge awareness empowerment*





## Staff Outreach Services

The staff of the Santa Cruz County Association of REALTORS® would like to make ourselves available to attend your office meetings and answer any questions you may have regarding day to day operations involving the Association, issues that may have come up regarding your membership or to explain all the benefits that are available with your membership.

We are here to help!

Let us know the following:

1. Date and time of your office meeting
2. Approximately how many members attend
3. Send us a list of 5-10 questions, OR the subject matter that you would like to discuss, in advance
4. We'll bring the cookies!!

Call us today at 831-464-2000 to reserve your time. We come to you!

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Santa Cruz County Association of  
REALTORS®



#### 2010 BOARD OF DIRECTORS

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#### ADVERTISING INFORMATION

For advertising and deadline information, please contact SCCAR.

#### INSIDE REAL ESTATE Newsletter

Inside Real Estate is the official monthly newsletter of the Santa Cruz County 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 County Association of  
REALTORS®  
2525 Main Street, Soquel, CA 95073  
(831) 464-2000  
(831) 464-2881 (fax)

## President's Message

# Taking A Stance On The Issues



**Steve Allen**  
2010 Association President

Allen Property Group, Inc.  
831-688-5100  
[steven@allenpginc.com](mailto:steven@allenpginc.com)

Is it just me or are there more local government issues addressing property rights than ever? From sign ordinances, vacation rental ordinances, tourism tax initiatives and rental inspection ordinances, it is apparent that elected Santa Cruz County officials are increasingly examining private property rights. So where do we stand as an Association? Your Board of Directors has made a commitment to become more efficient with regard to taking a stance on relevant issues. Whether for, against or neutral, we owe it to our membership

and the public to know where we stand as representatives of local real estate. If you feel strongly about a certain issue, you are encouraged to contact the appropriate [committee](#) chair. If you are not sure of the proper channels, feel free to contact either myself or a member of staff and we will point you in the right direction. We are in process of adjusting committee meeting schedules and implementing expedited communication policies so we can proficiently respond to the needs of membership in the shortest amount of time.

In other news, the clocks have sped away and the year is more than half over; please start thinking of good candidates for REALTOR® and Affiliate of the Year, as well as the Life

Time and Community Service awards as we progress through 2010. We are all survivors and doing more with less; keep your eyes out for the exemplary representatives of the Santa Cruz County Association of REALTORS® within our community.

The Santa Cruz County Conference and Visitors Council is actively marketing this time of year as the, "secret summer". Whether you refer to the season as fall, autumn or "secret summer", we all know this is the time when the kids go back to school, tourism subsidies and we experience some of the year's best weather. We should all take some time and enjoy this wonderful County in which we call home.

## Free Benefits Extended!

The Santa Cruz County Association of REALTORS® Board of Directors voted to extend your free member benefits, Clarus™ MarketMetrics and Clarus Investor™ through the end of 2010.

If you haven't had a chance to take advantage of these great statistical analysis and invested projection tools please do so by visiting our [website](#) and under Quick Links click on Clarus Market Metrics or Investor.

We would love to hear your feedback on this product, please send comments to Andrea Harbert at:

[andrea@scaor.org](mailto:andrea@scaor.org).



Allen Property Group, Inc. is your commercial property sales and leasing specialist. For results and uncommon professional service, put your trust in us.

**Steve Allen, CCIM Principal Broker/President**  
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## Reverse Mortgages



Call me for information on Wells Fargo Reverse Mortgage for PURCHASE

**Richard (Dick) Cornelsen**  
Reverse Mortgage Specialist  
**831-320-8143**

Now your home can work for you!  
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Borrower must be at least 62 years old. Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A. © 2007 Wells Fargo Bank, N.A. All rights reserved. #53796 12/07-3/08

EQUAL HOUSING LENDER



# If you missed it, she will be back!

**Candie Noel**  
*Local Government Relations Chair*  
 Bailey Properties, Inc. 831- 688-7434  
[cnoel@baileyproperties.com](mailto:cnoel@baileyproperties.com)



If you missed it, she will be back. On August 4th, the LGR Committee sponsored a free presentation to all members featuring Susan Kauffman from the Santa Cruz County Planning Department who enlightened us on how to better navigate the Department, how it operates, and how it can benefit us.

of her job is working with the public, and it shows. She even took one of her days off to do this event for SCCAR.

Over 60 members listened to Susan speak and answer questions for 2 hours. She barely scratched the surface. Topics covered that day were:

Susan has a degree in Rural Planning and Development. Working as a Planner since 1976 for 4 different cities and counties, and with 3 private-sector planning firms, her experience is very well rounded. She has been with Santa Cruz County Planning for 26 years so she knows the ropes well. Susan says the favorite part

- Environmental Constraints and Resources
- Types of permits
- Buildable or not
- Why inconsistent information is given out
- Understanding zoning
- What can the Planning Department offer to help agents provide information to their

clients and accurately represent parcels and property.

- General Plan designations and conforming parcel sizes.
- Using their GIS mapping system, what information is available and how to find it.

Susan spent quite a bit of time showing us how to use the GIS mapping system and it is amazing. It gives information on parcel zoning, the general plan, flood plains, has aerial photos, and information on environmental constraints and other resources. Knowing how to use this will save me many future trips to the County and now when I do go I will be prepared

with the appropriate questions to ask.

Susan shared with us the right people to speak with about building codes and environmental planning, and they are not the same people. She also revealed the best times or the least trafficked times to see someone in Planning, Environmental Health, and Public Works.

If you missed this event, you will have another chance. Susan Kauffman will be back sometime in October or November; date TBA. This time she would like to speak about Planning Myths. Could there be such a thing?

## It's Official!

The Santa Cruz Association of REALTORS®, in an effort to better reflect the scope of our membership, is now the

**Santa Cruz County Association of REALTORS®**

In an effort to save on costs and help the environment we will utilize current stationery until we run out. Our website url will remain the same

[www.scaor.org](http://www.scaor.org)

as will our Facebook fansite,

[www.facebook.com/scaor](http://www.facebook.com/scaor).

The acronym you are so familiar with SCAOR will now be **SCCAR**. For the time being it will remain the same (SCAOR) in the MLS. We look forward to continuing to serve our Santa Cruz County membership!

Click the button to contribute to REALTOR® Action Fund



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[www.laureenyungmeyer.com](http://www.laureenyungmeyer.com)



P045151 4/04

## Real Estate Legal Matters

# Property Managers Lack of Real Estate License and the Doctrine of Severability

By: Terry Rein  
Bosso Williams, APC



In *MKB Management, Inc. v. Melikian* ((2010) 184 CA4th 796), the court of appeal discussed the professional licensing requirements of property managers. In this case, MKB Management, Inc. ("Property Manager") brought an action against Andre O. Melikian and several related companies (collectively, "Owner") for the Owner's failure to pay amounts owed to the Property Manager under the terms of a property management agreement.

The property management agreement gave the Property Manager "the exclusive right to rent, lease, operate and manage" several apartment buildings including the authority to advertise rentals; sign, renew, and cancel leases; collect rents and other charges; terminate tenancies and sign notices on behalf of the owner; prosecute unlawful detainer actions; cause repairs and alterations to be made; decorate the premises; purchase supplies; hire and supervise employees to operate and maintain the premises; and contract with others for services on behalf of the Owner.

The Property Manager did not have a real estate broker's li-

cense. The trial court concluded that the principal object of the agreement was the performance of acts for which a real estate broker's license was required and therefore the Property Manager could not enforce any part of the agreement or recover any compensation because it did not possess such a license. The trial court stated that the courts will not enforce illegal contracts as a matter of law or lend assistance to parties seeking compensation for illegal acts, and that to sever the illegal parts and enforce the rest of such an agreement would undermine the real estate licensing laws.

On appeal, the court of appeal reversed and remanded the matter back to the trial court for further proceedings. The court of appeal found that, depending on the facts to be determined at trial, the Property Manager could be entitled to compensation under the doctrine of severability, codified in Civil Code Section 1599 which "preserves and enforces any lawful portion of a parties' contract that feasibly may be severed." If a contract is capable of severance, the decision whether to sever

the illegal portions and enforce the remainder is a discretionary decision for the trial court to make based on equitable considerations. The Court further stated:

*Two reasons for severing or restricting illegal terms rather than voiding the entire agreement appear implicit in case law. The first is to prevent parties from gaining undeserved benefit or suffering undeserved detriment as a result of voiding the entire agreement--particularly when there has been full or partial performance of the contract. Second, more generally, the doctrine of severance at-*

*tempts to conserve a contractual relationship if to do so would not be condoning an illegal scheme. The overarching inquiry is whether "the interests of justice . . . would be furthered" by severance.*

The court of appeal acknowledged that the real estate licensing statutes prohibit a person from acting as a real estate broker without a real estate license. (Bus. & Prof. Code, §10130.) Moreover, an unlicensed real estate broker is prohibited from maintaining an action to recover compensation

*Continued on Page 8*

### NOW IS THE TIME TO INVEST IN REAL ESTATE!

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# Education and Professional Development



## [Strategic Social Marketing for Realtors Series](#)

### [Measuring Social Media & Online Marketing Return on Investment \(ROI\)](#)

Wed. Sept. 8 10:00am-12:00pm

Cost: \$20 SCCAR Members  
(\$30 at the door) \$40 Non  
Member (\$50 at the door)

Instructor(s): Social Marketing  
Guru Hilda Ramirez, Founder  
of Got 2B Social

Harness the Power of Online Business Development! This is a series of 8 workshops designed to help real estate professionals gain the knowledge they need to remain competitive in the market using new media technologies and online marketing tools. In Measuring Social Media & Online Marketing ROI (Return on Investment) you will learn to create a successful online marketing strategy; Online Analytics to measure lead sources; Taking your marketing to the next level through Webinars and Advanced SEO techniques. No prerequisites to attend this class. For a complete list of workshops in this series click on the pdf link above.

## [Tune-Up Tuesdays](#)

Tues. Sept. 14, 1:00-2:30pm

Cost: FREE to SCCAR Members—  
Pre-registration is a must! Tune-Up  
Tuesdays are the 2<sup>nd</sup> Tuesday of  
every month. Brought to you by the  
SCCAR Affiliate Committee

September 14 Staging & Home  
Improvements

October 12 Natural Hazard  
Disclosures

## [Matrix Essentials](#)

Wed. Sept. 15, 10:30-12:00pm

Cost: FREE. RSVP's required. Send  
an email to [kkirwan@scaor.org](mailto:kkirwan@scaor.org) or  
call the SCCAR office at 831-464-  
2000

Instructor(s): MLSListings, Inc.

This class includes Clarus Market  
Metrics & Investor. This 90 minute  
course will provide you with  
the basic skill requirements for the  
Matrix search application. Upon  
completion you will have learned:  
Application Navigation; Inputting  
Search Results; Driving Direc-  
tions; Adding Search Fields; Map  
Search; Saving Searches; Report-  
ing & Results Options; Emailing  
& Printing.

## [Clarus Market Metrics & Investor](#)

Wed. Sept. 15, 1:00-3:00pm

Cost: FREE. RSVP a must. To reg-  
ister send an email to  
[kkirwan@scaor.org](mailto:kkirwan@scaor.org) or call the SC-  
CAR office at 831-464-2000

Instructor(s): MLSListings, Inc.  
This class includes MLS Realist.  
Clarus Market Metrics is a simple to  
use, market orientated tool designed  
specifically for the real estate  
professional to better understand the  
local market and communicate those  
insights to clients easily and  
effectively. Market Metrics provides  
real estate professionals with a  
powerful set of localized reports that  
contain market trend and pricing  
information in a highly visual format.  
Clarus Investor is a property analysis

tool that allows agents to help buyers  
interested in investment real estate to  
obtain a quick picture of the  
property's value and profit potential.  
Expand your market and profits with  
the power of Clarus Investor.

## [Realist](#)

Wed. Sept. 15, 1:00-3:00pm

Cost: Free. RSVP a must. To register  
send an email to [kkirwan@scaor.org](mailto:kkirwan@scaor.org)  
or call the SCCAR office at 831-  
464-2000

Instructor(s): MLSListings, Inc.  
This course will also include  
Clarus Market Metrics & Investor.  
This 90 minute course will provide  
you with the basic skill  
requirements for the Realist  
application. Upon completion you  
will have learned: Application  
Navigation; Foreclosure Reports;  
Map Labeling; Map Search;  
Saving Searches; Inputting Search  
Queries; Reporting & Results  
Options; Data Exporting.

## [Escrow Coordination Secrets](#)

Mon. Sept. 20, 8:30am-12:30pm

Instructor: Diana Turnbloom

Are you ready to improve your  
closing rate, save time and start  
creating hassle-free transac-  
tions? Then attend this seminar  
by leading authority and instruc-  
tor on transaction management,  
Diana Turnbloom. Also in-  
cludes REO and Short Sale in-  
formation! These techniques  
and insights are more than theo-  
retical ideas. They have evolved  
and been perfected through in-  
structor experience. You WILL  
be able to immediately apply  
what you have learned **SPE-  
CIAL POINTS OF INTEREST:**  
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 orga-  
nized!) and how to read termite  
and title reports. Locate "deal  
killer" sentences! The "meat  
and potatoes" of a purchase  
agreement contract Lender lan-  
guage. What does loan approval  
REALLY mean?

*Continued on Page 8*

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[key-impressions.com](http://key-impressions.com)



# Sip of Summer Provided a Great Time For a Great Cause!

The SCAOR Housing Foundation's 3rd annual Sip of Summer, held on Tuesday, August 17<sup>th</sup> at Bargetto Winery, proved to be fun filled evening. The focus of this yearly event is to raise funds for our Closing Cost Assistance Grant Program whose funds help low income first time homebuyers bridge the gap to homeownership. To date, over 90 families have been given Closing Cost Grants!

Tuesday evening's event featured great music from Ken Mabie and Greg Weber (David Lyng Real Estate) of Mabie, Mabie Not. What a nice addition to our annual tradition! Attendees came from the real estate industry, the lending industry, and were joined by some members from the general public and past grant recipients.

Each ticket holder had the opportunity to win one of several door prizes including: digital picture frame provided by Old Republic Home Protection, tick-

ets to our November fundraiser 'A Taste of Santa Cruz', movie tickets, and gift certificates to Lillian's Kitchen and the Crepe Place. Congratulations to Gayle Topping, Dwayne Dawson, Barbara Dimitruk, Tom Stelling and Kristine Randazzo who all won a great raffle prize!

Attendees also got to taste some of Bargetto's classic and new wines while enjoying tasty appetizers provided by WIN Home Inspection, Property I.D., and Old Republic Home Protection.

An enjoyable time was had by all; thanks to all who participated, we look forward to next year's event! To see more photos from the event and learn more about the housing foundation, click here [www.scaorhf.org](http://www.scaorhf.org)

Genie Lawless  
David Lyng Real Estate  
831-476-0100  
[glawless@davidlyng.com](mailto:glawless@davidlyng.com)  
Fundraising Committee Chair  
2010



*Thank you very much to all of our Volunteers & Sponsors who made the event possible!*

**Genie Lawless,  
David Lyng Real Estate**

**Jeanne Mulhern,  
Keller Williams Realty**

**Tina Dando,  
Bank of America Home Loans**

**Andrea Schenk,  
Santa Cruz Home Finance**

**Karen S Schenk,  
Old Republic Title Company**

**Kathy Davis,  
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**Elaine Della-Santina,  
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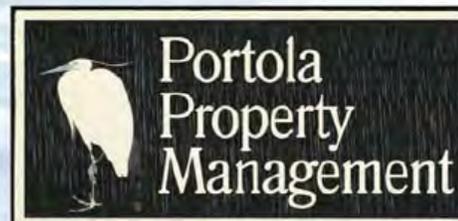
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**Real Estate Legal Matters**

*Continued From Page 5*

for acts for which no license was required, and there is no indication that the Legislature intended to preclude the recovery of compensation for such services or to repudiate the generally applicable doctrine of severability.

*Comment:* Although the court of appeal remanded the matter to the trial court to sever the illegal portions of the contract from the legal portions, the decision was not necessarily a victory for the Property Manager. The court made it clear that, although the Property Manager would get his day in court, he would not be entitled to any compensation for which a real estate license was required.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

*Continued From Page 6*

**Essentials of the Residential Purchase Agreement (RPA-CA)**

Tues. Sept. 21, 1:00-3:00pm  
Instructors: Lloyd Williams, Esq. and Terry Rein, Esq. , Bosso Williams Law Firm

The California Residential Purchase Agreement and Joint Escrow Instructions (Form RPA-CA) is the most widely used residential purchase agreement form in the State. This course will cover the new changes to the RPA-CA, and will also address important provisions in this form that have been covered by statutes and ordinances, or interpreted by California Courts in recent years, and which will help REALTORS® identify and correctly handle issues that arise during a real estate transaction.

**Duane Gomer's License Review & Renewal**

Wed. Sept. 22, 9:00am

Salesperson & Broker First Time & 45 hour Subsequent Renewals.  
Instructor: Duane Gomer

Duane Gomer's Popular Review & Group Testing Satisfies Requirements for all Types of Renewals. What the program will cover: All Brokers & Sales renewing AFTER the first time will receive 3 hour home-study mandatory courses of Agency, Ethics, Trust Funds, Fair Housing, Risk Management and an 30 hour course on Foreclosures, Taxes & Evictions.

Salespersons on their first four-year renewal will receive 3 hour home-study mandatory courses of Agency, Ethics, Trust Funds, Fair Housing, and Risk Management. You only have to take these five courses on your first renewal. There will be an optional review to prepare you to pass the easy exams. Money-back guarantee—if you fail, all fees refunded. However, no one has failed after this review. The exams will be offered on the five mandatory courses. 45 Hour Students will be provided with instructions on testing requirements for the additional 30 hour course online. If you received your materials at least six days before the class, you will be given passwords and user names to test later online according to new DRE regulations. Later signups will receive their passwords by email.

**Divorce and Real Estate Couples may split but your commission doesn't have to!**

Mon. Sept. 27, 10:00-12:00pm

Instructor: Hon. Irwin Joseph, retired Judge

Each year in the U.S., over 2.4 million people are divorced. The majority of those cases involve real estate transactions. In this class, retired judge, Hon. Irwin Joseph discusses the legal, financial & economic aspects of divorce as it relates to real estate.

This is a FREE class, but a credit card is required to hold seat. Your card will be charged \$15 if you fail to attend without notifying the association of cancellation prior to start of class. Reservations a must to secure a seat.

**Strategic Social Marketing for Realtors Series**

FREE Web Pages – Marketing with Facebook Business Pages

Wed. Sept. 29, 10:00-12:00pm

Cost: \$20 SCCAR Members (\$30 at the door) \$40 Non Member (\$50 at the door)

Instructor(s): Social Marketing Guru Hilda Ramirez, Founder of Got 2B Social

Harness the Power of Online Business Development! This is a series of workshops designed to help real estate professionals gain the knowledge they need to remain competitive in the market using new media technologies and online marketing tools. In FREE Web Pages – Marketing with Facebook Business Pages you will learn how to set up a business page; How to promote engagement and earn reader loyalty; Applications to help enhance your Business Page including FBML (Facebook mark up language).

For a complete list of workshops in this series click on the pdf link above.

**New Store Items**



**Flag poles (white)**

**\$8.00 Members  
\$12.00 Non-Members**



**Flags – Assorted colors w/white**

**\$8.00 Members/\$12.00 Non-Members**



## Affiliate News

**Dimitri Timm**  
 Affiliate Committee Chair  
 Princeton Capital  
 831- 662-6591  
[dimitri@princetoncap.com](mailto:dimitri@princetoncap.com)



## Affiliate Spotlight

**Leslie Alvarez**  
 Old Republic Title Co.  
 P 831.462.0770 F 831.479.0329  
[lalvarez@ortc.com](mailto:lalvarez@ortc.com)

# Oktoberfest!



## Friday, October 1<sup>st</sup>

**Oktoberfest, n:** An autumn festival that usually emphasizes merrymaking and the consumption of great food and beer!

The SCCAR Affiliates are hosting the second annual Oktoberfest! This event will be a great opportunity to network and mix and mingle with other real estate professionals. Enjoy delicious Brats and exotic Beer outside at SCCAR's beautiful patio area.

We invite you to bring a colleague or two!

Oktoberfest will be held on Friday, October 1<sup>st</sup> from 4 – 6 PM at the SCCAR Office located at 2525 Main St., Soquel, CA. Ticket price is only \$5.95. For more information please contact Norma Milete at 831-464-2000 or [nmilete@scaor.org](mailto:nmilete@scaor.org).

We look forward to seeing you there!

*We look forward to seeing you there!*

Leslie just celebrated her eight year anniversary with Old Republic Title Company. She has experience with sale transactions and has done many short sales, in addition to refinance, exchange and commercial transactions.



Being a new homeowner, she understands how stressful it can be on the other side of the signing table. She is 100% committed to be available to you and your clients during the escrow process. Leslie believes communication is key to the success of each transaction and is quick to keep you informed of updates and changes during the life of each escrow. Leslie continues to build her business and rises to the ever de-

manding challenges of each market.

She enjoys living in Santa Cruz where she can spend time outdoors going to the Capitola Concerts, riding her cruiser and spending time with family and friends. If you know Leslie... she is always good natured and greets you with a big smile.



"I hope that when we're old, we don't sit at a restaurant not texting."

# REALTORS® Help Save Lives!



*Bobbie Herteman and Karen Sommerfeld, Real Options Realty and Anne Murphy, Vanguard REALTORS®*



*At Right  
Ryan Buckholdt,  
The Buckholdt  
Home Financing  
Team  
and  
daughter,  
Karina*



*At Right  
Karen Kirwan,  
SCCAR and  
Leanna  
Vasquez,  
Stewart Title*

The Santa Cruz County Association of REALTORS® co-hosted a blood drive with the American Red Cross on August 18, 2010.

The member support was outstanding with 52 people donating a total of 56 units of blood. This was a very successful drive as the goal was to collect 55 units! The 56 units of blood has the potential to help 168 people.

Donors truly enjoyed the home made treats provided, especially the muffins made by Karina Buckholdt, Ryan Buckholdt's 9 year old daughter who volunteered her time at the event.

We also held a drawing for the days participants in which Patricia Paramoure of Soquel won a \$20 gift certificate to Lillian's Italian Kitchen and Leanna Vasquez of Stewart Title won two tickets to the Del Mar Theatre.

We want to thank all those who volunteered and those who donated blood to make this drive a success!



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*Together, we can save a life*

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## Top 5 REALTOR® Safety Tips

### Tip #1 Keep it light

Show properties before dark. If you are going to be working after hours, advise your associate or first-line supervisor of your schedule. If you must show a property after dark, turn on all lights as you go through, and don't lower any shades or draw curtains or blinds.

### Tip #2 Touch base

Always let someone know

where you are going and when you will be back; leave the name and phone number of the client you are meeting and schedule a time for your office to call you to check in.

### Tip #3 Checking in

When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form (Find a copy online at [www.REALTOR.org/Safety](http://www.REALTOR.org/Safety)). Also, photocopy their driver's li-

cense and retain this information at your office. Be certain to properly discard this personal information when you no longer need it.

### Tip #4 Don't be too public

Limit the amount of personal information you share. Consider advertising without using your photograph, home phone number and/or home address in the newspaper or on business cards. Don't use your full name with middle name or ini-

tial. Use your office address—or list no address at all. Giving out too much of the wrong information can make you a target.

### Tip #5 Open house: it ain't over till it's over

Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

## STRATEGIC SOCIAL MARKETING FOR REALTORS®

*Harness the Power of Online Business Development*

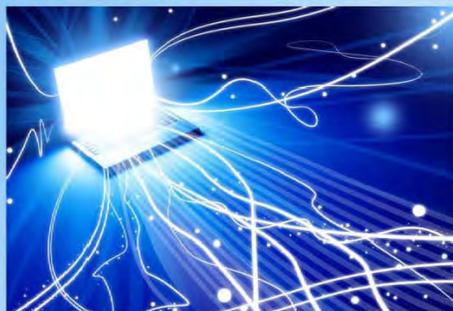
*A series of workshops designed to help real estate professionals gain the knowledge they need to remain competitive in the market using new media technologies and online marketing tools.*

August 11 10:00am-12:00pm  
**Social Media Bootcamp for REALTORS®**

August 25 10:00am-12:00pm  
**Facebook for Real Estate Professionals**

September 8 10:00am-12:00pm  
**Measuring Social Media & Online Marketing ROI**

September 29 10:00am-12:00pm  
**FREE Web Pages**



October 6 10:00am-12:00pm  
**Google Applications for Business**

October 27 10:00am-12:00pm  
**Online Reputation Management**

November 2 1:00-3:00pm  
**Using Video to Promote Your Listings Online**

November 16 1:00-3:00pm  
**Blogging 101 for Real Estate**

[Click here for a description of classes](#)

**Individual Classes:**  
\$20 SCAOR Members (\$30 at the door)  
\$40 Non-member (\$50 at the door)

Presented by Social Marketing Guru  
**Hilda Ramirez, Founder of Got 2B Social**



**"Connecting to clients isn't an option, it's a necessity. Take your marketing plans directly to the Consumer."**

**All classes held at the SCAOR office  
2525 Main St., Soquel CA**

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# September 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 8:30am- 4:30pm Orientation	2	3  SCCAR Office Closed at Noon	4
5	6  SCCAR Office Closed	7	8 10:00am-12:30pm <a href="#">Measuring Social Media &amp; Online Marketing</a> <a href="#">Return on Investment</a>  12:00pm Fundraising	9 8:30am <a href="#">Tour Marketing Meeting</a>	10 8:30am Board of Directors	11 Patriot Day 
12	13 8:30am Affiliate Committee  11:00am Events Committee	14 1:00-2:30pm <a href="#">TUT: Staging and Home Improvement</a> 2:30pm <a href="#">Housing Foundation</a>	15 10:30am-12:00pm <a href="#">Essentials of Matrix</a> 1:00-3:00pm <a href="#">Realist &amp; Clarus</a>	16 8:30am <a href="#">Tour Marketing Meeting</a>	17 8:30am LGR Committee	18
19	20 8:30am-12:30pm <a href="#">Escrow Coordination Secrets</a>	21 1:00-3:00pm <a href="#">Residential Purchase Agreement (RPA)</a>	22 9:00am-12:00pm <a href="#">Duane Gomer's License Review and Renewal</a>	23 8:30am <a href="#">Tour Marketing Meeting</a>  Autumn begins 	24	25
26	27 10:00am-12:00pm <a href="#">Divorce and Real Estate</a>	28	29 8:30am Budget & Finance 10:00am-12:30pm <a href="#">FREE Web Pages</a>	30 8:30am <a href="#">Tour Marketing Meeting</a>		

## NEW MEMBERS AUGUST 2010

### REALTOR® Members

**Bailey Properties**  
Debi Nobrega

**Linda Burroughs Real Estate**  
Jessica Cooper

**Century 21 Lad Realty**  
Tye Watson

**Rose Homes & Investments**  
Rodney Allen

**Keller Williams**  
Soosan Rigi

**Thunderbird RE**  
Natalie Knowlton

### Affiliate Members

**Old Republic Title Insurance Co.**  
Leslie Alvarez

## More Tips for a Successful Garage Sale, from Carla Hill

**Set Up Shop:** Arrange items by type. Put furniture together, glassware on a table, and have clothes hanging. Also provide access to an electrical outlet for customers who want to turn on appliances and electronics to verify their condition.

**Plenty of Change:** Visit the bank the day before the sale to have lots of change. There will be buyers who use twenties, and will use of lots of your smaller bills. Stock up on

ones, fives, tens, and lots of small change.

**Take Care:** If you have extra newspapers and plastic bags on hand, then keep them by your cash desk during the sale. Use the newspaper to wrap breakables. And use the plastic bags to help customer get small items conveniently to their car.

**Eagle Eye:** Be sure to keep an eye on your cash box! Never leave the box unattended.