

REALTOR®

Your local association news source

STRONGER — together —

Dear REALTOR® family and Affiliates,

As a community we are yet again being tested. Many of us have had to evacuate our homes due to wildfire, and are staying with friends, in shelters, at hotels, and have more or less been displaced. We have been displaced from the one location we've had during the COVID-19 pandemic that has been our safe place and sanctuary. Many members of our community, including our clients, have lost their homes, businesses, and livelihood. Even if you haven't evacuated, you are watching friends and family suffer and this pain feels very deep. Thank you to those of you who have donated to shelters, provided housing to others, or helped in anyway. A special thank you to our first responders who are fighting for our community, towns, and neighborhoods, putting their own safety at risk. We send our hearts and prayers to those who have lost homes and we ache with you as you cope with such an unfathomable loss. As REALTORS® we know that a home is so much more than a house.

The Santa Cruz County Association of REALTORS® is here to support you in this time of crisis, and we will do whatever we can to help. Please visit our website for resources including housing/shelter options, recovery funds, volunteer options and how to donate. This list will continue to grow and change as more information and resources become available.

You may have seen our email yesterday seeking housing for displaced members. We are working on a database to help displaced members and clients secure short- and long-term rentals. If you are aware of rentals available or know of someone seeking housing, please email andrea@mysccar.org.

While we suffer together, we are also stronger together, and we will overcome and rebuild together.

*With love and sincerity,
Morgan Lukina - SCCAR President 2020*



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President-Elect Message

Pete Cullen
2020 SCCAR President-Elect
Bailey Properties

Last year I had the honor and privilege to be nominated and elected as your 2021 Association President. Implicit in my accepting the nomination, was the understanding that in addition to serving our Association locally, I would be spending a good deal of time traveling in 2020 as your President Elect to several C.A.R. and NAR events both state-wide and nationwide. I started off the year with our 2020 C.A.R. winter business meetings in Anaheim. On the horizon for the year were trips to Sacramento, Long Beach, Chicago and New Orleans to name just a few. In March, everything changed.

Your Association leadership spent the next two or so months responding to the Covid-19 crisis. Within days of the issuance of the stay at home orders our lives and our businesses were turned upside down. Initially there was a great deal of uncertainty and confusion as we navigated the mixed messages coming from the Federal Government, the State, the County, NAR, C.A.R. and neighboring Associations. I am proud of the work that was done by our Association leadership during these challenging first two months. To be sure, at the outset, our membership looked to us for answers to questions to which we did not always have clear answers. During this time, a great deal of work was being done behind the scenes crafting a strategy for going forward and creating the framework for the new normal in our profession.

Our current President Morgan Lyng and our Executive Director Kathy Hartman focused their full attention on sifting through the huge amount of often conflicting information flooding their inboxes on an hourly basis during those first two months and responding to numerous questions related to the correct protocol for showing properties and doing business as part of the new normal. At the same time, your board of directors and

committees along with Association staff were working diligently, analyzing options and coming up with feasible plans for going forward. Everyone involved in leadership in our Association and our dedicated staff, deserve a huge thank you for their tireless work helping our members succeed as we move into a new frontier in how real estate is done.



The postscript to everything we have been dealing with related to Covid are the fires. To say that 2020 has been a challenging year for Santa Cruz County is an understatement. Please know that your Association is here to support our members any way that we can.

As your incoming President for 2021, I am looking for your feedback and suggestions. How can we continue to serve you, our members, at the highest level? What innovations and creative solutions do you have for navigating the new normal? Please e-mail your suggestions to contact@mysccar.org.

I will end this message with one of my favorite quotes from Helen Keller, "Alone we can do so little; together we can do so much!"

With Gratitude and Appreciation,
Pete Cullen





Welcoming in our New 2021 Leaders!



PRESIDENT-ELECT KATHY OLIVER OLIVER PROPERTY MANAGEMENT

Born and raised in Watsonville, Kathy is a 2nd Generation Pajaro Valley REALTOR®, a Watsonville High School Grad and a San Jose State University alumna. She served as President for the Watsonville/Pajaro Valley Association of REALTORS® in 1999 & 2014 and was President of the Women's Council of REALTORS® Santa Cruz Chapter in 2008. She has been an active REALTOR® since 1991 and been the Managing Broker of her family-based company, Oliver Property Management since 1995. Since the 2018 merge with SCCAR, she has been fully involved on the Board of Directors and is looking forward to continuing her leadership with the association. In her spare time she loves to bowl and take relaxing drives in her 1968 Camaro RS convertible.

TREASURER JENNIFER WATSON 2019 REALTOR® OF THE YEAR SERENO GROUP

Jennifer currently serves on the Board of Directors, is the chairperson for the Events committee and sits on the Education, Budget & Finance, MREP (Modern Real Estate Professionals) and Local Government Relations committees. She is on Sereno Group Real Estate's 1% for good committee. Jennifer sits on the executive committee and is co-founder of the Pajaro Valley Sports Foundation and previously served on the YMCA fundraising committee, Santa Cruz Derby Girls Public Relations committee, raised puppies for Guide Dogs for the Blind, Inc. and donates blood to the Red Cross several times a year. She managed the Aptos Tide boys soccer team U14 and is involved with the county's Early Start program for care for her daughter with Down Syndrome. She has three children (two teen boys – Wade and Zander- and toddler daughter, Abigail).



DIRECTOR 2021 ROSE MARIE MCNAIR MCNAIR REAL PROPERTIES

I've been a licensed REALTOR® for over 44 years. During that time, I have been very involved in anything relating to real estate, the community and the clients we serve either by attendance in Government meetings on a local level or at the state level via C.A.R. Additionally, I have participated in NAR meetings and have applied for more active service in 2021. I am currently a member of our Local Government Relations committee and have been since 1981 serving as Vice Chair, Chair, GAD, Housing Advocate, and local watch dog. It is my pleasure doing what I love and that is making sure we as REALTORS® are informed of what will impact our clients, our business and the community we serve.





**DIRECTOR 2021
CONNIE LANDES
ANDERSON CHRISTIE, INC.**

I have had my license and actively worked in the industry since 1989, over 31 years! It is a pleasure to serve on the SCCAR Board of Directors and helping my fellow REALTORS® stay informed about what is happening in the government and local community that directly impacts us, our business, and our clients. When we are informed, we can best serve our community.

I have served as a Director for six years and was a member of the SCCAR Education Committee for four years co-founding the popular SCCP (Santa Cruz County Pro) series. In addition, I have been Co-Chair and a member of the SCCAR Housing Foundation for over eight years having participated in their fundraiser 'A Taste of Santa Cruz' for the last twelve years. My participation also includes serving on the Grievance and Budget & Finance Committees and participating in the RSVP (REALTOR® Service Volunteer Program) for over eight years.

It was an honor to have received the REALTOR® of the Year Award in 2012 and the Community Service Award for 2019. I look forward to serving as a director again and am honored to serve our community of REALTORS® and Affiliates.

**DIRECTOR 2021
CAROL LERNO
BROKER ASSOCIATE, PROPERTY MANAGEMENT
MASTER, NOTARY, PARENT, HUMAN
MAIN STREET REALTORS®**

I have been actively living for 75 years and have had the privilege of growing up with common sense and a good work ethic. My work history includes packing sheds, five and dimes, banks, convenience stores and since 2003 I have had my Real Estate License. During that time I was retired for 30 years being able to travel and enjoy life with my husband of nearly 40 years who has since passed. I have been a broker since 2010 and Property Management has been my forte from 2007 until current. Keeping owners and tenants respectful of their needs and wants is a challenge that I enjoy. Housing is always going to be in need and supplying and maintaining a good product is of high importance in Property Management. I have been part of the mobile home community for 27 years and active in organizing resident owned parks transitioning away from rental parks.

We are a mobile home rent-controlled county, so keeping up with all the current state laws trying to impose rent control on all properties helps me understand more of the nuances. I have been a Santa Cruz County Mobile Home Commissioner since 1998. Learning from and working with the county and community while helping clients, family and friends through transitions in their housing needs and all the emotions that entails, had made my life full and enjoyable. I look forward to whatever is next!



SECRETS TO A QUARTER- MILLION-DOLLAR BUSINESS

Published by CAR. Author:
Karen Coffey

- STOP SELLING REAL ESTATE AND START SELLING A RESULT
- STOP CUTTING YOUR COMMISSIONS AND START CHARGING WHAT YOU ARE WORTH
- STOP ACTING LIKE A SALESPERSON AND START ACTING LIKE A DOCTOR

Proposition 15 Split Roll: A Tax on Consumers

Under Proposition 13, a residential property's overall tax rate is limited to 1 percent, with commercial and industrial property tax rate limited to 2 percent.

A "split roll" applies a different tax rate to commercial properties than to residential properties, removing the protections of Proposition 13 from commercial properties, allowing a higher tax rate on these properties.

All previous attacks on Proposition 13 have come up short. But now, proponents of the now infamous 'split roll' initiative have qualified to be placed on the ballot for their new \$12 billion property tax increase on Californians.

So where will these \$12 Billion dollars come from? Most likely, you, the consumer.

Split roll has been in the works for years as a way to generate more money for state spending, and as is normally done when state politicians want more money, they use schools and the need for more money for schools as the bait to get you to support them.

Although proponents of the initiative call it "tax reform", we really know that it is an increase in taxes. That snazzy little slogan won't work on many of us that know that this is a huge tax increase and not only on commercial or industrial property owners, but to us, the consumers.

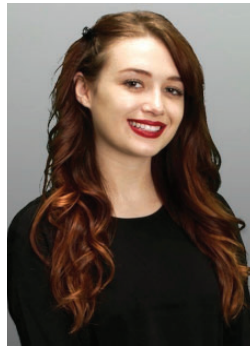
Before entering the world of Government Affairs, I spent a decade as a restaurant franchisee and I can tell you firsthand that when my expenses increased (Common Area Maintenance Fees, Taxes, minimum wage, etc.) so did the cost of goods sold. As business owners and property investors we can only absorb so much, then the rest is passed down to the consumer.

Before committing to a yes vote on this "tax reform", do your homework. The devil is in the details.



Victor Gomez
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**Register by *October 19, 2020 to vote in the
November 3, 2020 Presidential Election**

www.RegisterToVote.ca.gov
<https://voterstatus.sos.ca.gov>

*Conditional Voter Registration
October 20-November 3

THE KEY TO ENDING DISCRIMINATION IN REAL ESTATE ISN'T THIS AD.



REALTORS® are members of the National Association of REALTORS®

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.



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U.S. HOME PRICES END FIRST HALF OF YEAR ON STRONGER NOTE



Home prices across the United States rose in the first six months of the year at an annualized rate of 6.3 percent, according to Radian Home Price Index (HPI) data released by Red Bell Real Estate, LLC, a Radian Group Inc. company (NYSE: RDN). Nationally, the number of closed real estate sales was higher in the final week of June than in the same week of 2019. That marked the first time since the end of March that weekly counts of closings were higher in 2020 than 2019. [Read full article](#)

“While there has been localized volatility in home prices during the pandemic, prices overall have remained quite resilient. After gains across the U.S. slowed in May, the first half of the year ended on an impressive note, especially given the significant headwinds real estate transactions have faced,” noted Steve Gaenzler, SVP of Data and Analytics.

Nationally, the number of closed real estate sales was higher in the final week of June than in the same week of 2019. That marked the first time since the end of March that weekly counts of closings were higher in 2020 than 2019. Gaenzler added that “the recent surge in places where COVID cases are growing may alter the current path of strong home prices, but we didn’t see that result in the first half of the year.”

NATIONAL DATA AND TRENDS

- **Median home price in the U.S. rose to \$256,740 in June**
- **Home prices rose an annualized 6.6 percent during the second quarter**

Nationally, the median estimated price for single-family and condominium homes rose to \$256,740 in June from the \$254,826 recorded in May. Across the U.S., home prices rose 6.6 percent in the second quarter, a slight increase over the first-quarter gain. Distressed sales in June 2020 represented 5.1 percent of all sales, with REO accounting for 4.4 percent of the distressed sales. This is a decrease from May, when distressed sales represented 6.0 percent of sales, with REO sales at 5.2 percent. While homeowner equity remains at or near record levels, distressed sales will likely increase in the coming months as national unemployment rates remain elevated.

REGIONAL DATA AND TRENDS

- **First-Half 2020 results are positive for all Regions**
- **Midwest and West are strongest Regions; Northeast and Southwest are weakest**

In the first half of 2020, all six of the Regional indices recorded positive home price appreciation rates in excess of 4.5 percent (annualized). While home price appreciation slowed earlier in the second quarter, a stronger June propelled the Regions higher for the quarter and half-year. Months of Supply, which helps measure the balance between supply and demand by taking the current month's active and under contract listings and dividing them by last month's sales, stood at 4.04 months of supply in June. This was down from 4.51 months in June of last year, and also decreased from May. Declining months of supply often result in more price competition and price stability.

The Northeast recorded the slowest rate of appreciation in the first half of the year. While Connecticut continues to lag the other states in the Region, New Hampshire and Maine have experienced increasingly strong home-price momentum in 2020.

In the South, home prices in Louisiana are largely unchanged since the beginning of 2020, while Tennessee and Georgia have recorded the strongest appreciation rates. Florida, the largest state in the Region, continues to perform weaker than other states.

Utah and Washington have helped make the West the second-best performing region in the first half of the year. California has underperformed seven of the 11 Regional states but has performed better than Nevada, Hawaii and Wyoming.

The Midwest Region continues to record the highest rates of home price appreciation in the country. Fueled by demand for lower,

or more affordably priced markets, Indiana, Minnesota and Missouri have driven the Region higher. Within the Midwest, Illinois has been the weakest large-state performer.

METROPOLITAN AREA DATA AND TRENDS

- **Metro areas end quarter on strong note**
- **70 percent of largest Core-Based Statistical Areas (CBSAs) had stronger Q2 than Q1**

All of the 20 largest metro areas in the U.S recorded positive price appreciation in the second quarter and first half of 2020. A total of 14 of the 20-largest CBSAs had stronger second-quarter price appreciation rates than those recorded in the first quarter of 2020. Of the six metros recording a weaker second quarter as compared to the first, three were in California (Los Angeles, San Diego, San Francisco) and the remaining three were in the Mid-Atlantic Region (Washington, DC; Baltimore, MD; New York, NY).

The weakest large metros in the first half of 2020, based on annualized growth, included Baltimore (+3.0 percent), Washington, D.C. (+3.3 percent), Boston (+3.3 percent), and Miami (+3.3 percent). The strongest included Minneapolis, Seattle, and Phoenix, which all had greater than 7 percent annualized home price appreciation in the first half of the year.

This article originally appeared in the August 2020 issue of the REAL Trends Newsletter is reprinted with the permission of REAL Trends, Inc. Copyright 2020.

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Solutions for Staying Safe With Social Media



Problem: Savvy real estate professionals like yourself frequently update your presence on Facebook, Twitter, and LinkedIn. However, because of the nature of your work, you are likely to have “friends,” followers, and connections whom you don’t know.

Solution: Following these basic steps can help you avoid exposing yourself or your data to risk through social media tools. It is vital to consider what you are sharing through the Internet!

Keep Business Separate

One way that you can make sure you are not revealing too much personal information is simple: set up a business account on each platform. Sure, anyone can figure out that Sally Field, REALTOR®, is the same person as Sally Field—but Sally will only accept requests to connect to strangers on the business account, whether Facebook or Twitter. Her personal account stays private (especially once she familiarizes herself with privacy settings), protecting her family photos, links to her kids’ pages, and personal posts from people she doesn’t know.

Tag... You’re It!

When a friend posts your photo, you may be “tagged” against your will. If you don’t want clients or others to find a reference like this—such as a less-than-flattering photo taken at a late night party—you can remove the tag and/or ask the person who posted it to do so. And be sure to follow up and ask friends to check first before tagging.

Don’t Give Away Passwords

Consider this: One way that hackers manage to crack personal passwords is by searching Facebook for easy answers. They know they may find answers to common security questions such as “What high-school did you attend?” and “What are the names of your children?” So keep information about family members, household details, and past events to a minimum in order to help prevent this.

Guard Against Identity Theft

These days, anyone can find all kinds of personal information about anyone else. That doesn’t mean you have to make it easy! For example, if you who want to post your birthday, don’t include the year. (And delete any public comments that indicate their exact age.)

Tweets Are Forever

Social media usage has an impact on your safety, as well as your reputation. Carefully consider each item you share, and be aware that old posts, even if they’ve been deleted, may be copied or saved—and the Library of Congress is actually recording every single Tweet.

As a savvy real estate professional, you can maximize the business-building potential of social media while minimizing the unique risks it poses. Just follow these basic steps to help safeguard yourself, your data, and your reputation.

EDUCATION & EVENT HIGHLIGHTS

Find a complete line up of events and classes on our website at www.mysccar.org

September 14: Mayors Summit

Hear what's happening across Santa Cruz County from your local Mayors. Hot topics will include the Shelter in Place order, eviction moratoriums and vacation rentals. Event will include a Q & A session. 9 - 11 AM

September 17 - Member Briefing: Rebuilding a Community

Speakers: Jeanne Radsck, C.A.R. President, Ryan Coonerty, County Supervisor, Ellie Rosebush, Oroville AOR & Camp Fire Survivor

September 23: Fire & Flood Insurance Panel

Join our panelists for a discussion on the current environment of insuring for fire and flood, including in high risk areas. 9:30 - 11 AM

October 13: REImagine! CAR Conference & Expo

At REImagine! Real Estate Virtual Conference and Expo, you have a front-row seat to watch a full lineup of thought leaders, keynote speakers and other real estate professionals. www.reimagineexpo.org

October 21: Lenders Panel

Get up to speed on the (literally) ever changing mortgage industry from a panel of top local experts. 9:30 - 11:30 AM

TOP 10 TIPS FOR NEW REALTORS

1. *Interview at Different Firms*
2. *Find a Mentor (or two)*
3. *Create a Business Plan*
4. *Discover your Brand*
5. *Work Your Sphere*
6. *Prospect, Prospect, Prospect*
7. *Discover the Right Lead Gen for You*
8. *Market Yourself*
9. *It's About What You Know*
10. *Utilize Time Blocking*

*Find more tips at:
www.showingtime.com/blog/13-tips-for-new-realtors/*



SCCAR Membership Briefing
REBUILDING A COMMUNITY
Thursday, September 17, 2020, 1-2:30 pm

Speakers:
Jeanne Radsick, C.A.R. President
Ellie Rosebush, Oroville AOR & Camp Fire Survivor
Supervisor for Santa Cruz County

Free to SCCAR members with RSVP
Event will be held via Zoom

Santa Cruz County Housing Statistics

July 2020: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	33	63	44	40	\$1,385,088	\$1,152,500	\$611.00	99%	\$60,943,900	1,961	26,324	2.1
Ben Lomond	7	10	8	24	\$788,875	\$780,000	\$519.00	102%	\$6,311,000	1,688	36,444	1.3
Boulder Creek	16	27	21	35	\$670,476	\$688,000	\$455.00	100%	\$14,080,000	1,471	32,494	1.4
Brookdale	0	1	1	130	\$250,000	\$250,000	\$379.00	84%	\$250,000	660	3,615	0.5
Capitola	6	15	11	24	\$1,096,727	\$1,110,000	\$709.00	100%	\$12,064,000	1,386	4,186	2.4
Corralitos	2	5	0									
Davenport	1	2	0									
Felton	13	18	16	20	\$691,187	\$679,000	\$532.00	100%	\$11,059,000	1,396	36,256	1.8
Freedom	2	3	0									
La Selva Beach	3	9	4	27	\$1,105,250	\$1,055,500	\$539.00	95%	\$4,421,000	2,056	13,036	3.4
Los Gatos	16	36	11	40	\$1,393,000	\$1,387,000	\$555.00	101%	\$15,323,000	2,498	193,038	4.9
Mount Hermon	0	1	0									
Santa Cruz	72	113	62	28	\$1,548,727	\$1,140,750	\$712.00	101%	\$96,021,119	1,977	47,857	2.3
Scotts Valley	20	29	16	40	\$1,102,268	\$1,124,750	\$511.00	100%	\$17,636,300	2,203	22,586	2.8
Soquel	6	16	12	45	\$1,332,041	\$1,230,500	\$519.00	101%	\$15,984,500	2,497	36,486	1.9
Watsonville	22	42	17	45	\$813,605	\$695,000	\$430.00	100%	\$13,831,300	1,958	50,509	3.2
Summary	219	390	223	42	\$ 1,014,770	\$1,082,750	\$526	99%	\$267,925,119	1,813	41,903	2.3

July 2020: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	11	36	14	60	\$648,180	\$627,500	\$558	98%	\$9,074,531	1,167	1,639	3.5
Capitola	2	0	1	0	\$545,000	\$545,000	\$267	100%	\$545,000	2,042		0
Freedom	6	8	9	18	\$699,111	\$655,000	\$526	99%	\$6,292,000	1,125	1,285	1.1
La Selva Beach	0	0	1	1	\$347,700	\$347,700	\$257	100%	\$347,700	1,351	2,222	0
Santa Cruz	0	3	2	35	\$795,000	\$795,000	\$583	98%	\$1,590,000	1,377	1,176	3
Scotts Valley	26	44	17	20	\$713,229	\$689,000	\$586	99%	\$12,124,902	1,164	4,340	3.3
Soquel	8	20	5	63	\$808,400	\$859,000	\$485	100%	\$4,042,000	1,699	1,708	3.5
Watsonville	8	17	9	35	\$462,277	\$424,500	\$394	101%	\$4,160,500	1,128	1,147	3
Summary	61	128	58	29	\$627,362	\$641,250	\$506	99%	\$ 38,176,633	1,382	1,931	2.2

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

Second quarter California housing affordability

CAR: August 12, 2020

Higher home prices and economic recession dampen California housing affordability in second-quarter 2020, C.A.R. reports

- Thirty-three percent of California households could afford to purchase the \$610,850 median-priced home in the second quarter of 2020, down from 35 percent in first-quarter 2020 but up from 30 percent a year ago.
- A minimum annual income of \$115,200 was needed to make monthly payments of \$2,880, including principal, interest and taxes on a 30-year fixed-rate mortgage at a 3.43 percent interest rate.
- Forty-four percent of home buyers were able to purchase the \$480,000 median-priced condo or townhome. An annual income of \$90,400 was required to make a monthly payment of \$2,260.



Read the full article at [CAR.org](https://www.car.org)