



SANTA CRUZ ASSOCIATION OF REALTORS®
Creating Better REALTORS®



inside REAL ESTATE

Santa Cruz County's Real Estate News Source

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Joining a committee and getting involved has always been a great way to make new contacts, learn about the new trends in the industry, and have a hand in shaping the Association's direction.

The Santa Cruz Association of REALTORS® (SCAOR) is governed

by a Board of Directors and various committees comprised of volunteer members who want to help make a difference in SCAOR. If you are interested in serving on a committee, and are a member in good standing with SCAOR then please sign up now for a committee for 2010!

The Association has plenty of opportunities for you to volunteer. Please complete the sign up form [here](#) and either mail, fax or email it back to Kathy Hartman. List your 3 preferences and you will be contacted to let you know where we need you the most.

Involvement Is The First Step On The Path To Leadership



A Taste of Santa Cruz

Get the hottest and tastiest ticket in town! Tickets for "A Taste of Santa Cruz", the Santa Cruz Association of REALTORS® Housing Foundation's annual fundraising event, are now available for \$30 for the Thursday, November 5th event being held at the Coconut Grove Ballroom from 5:30-9 pm.

Over 30 booth sponsors are pairing

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up with the best restaurants and wineries in Santa Cruz County to offer samplings of delectable food and exquisite wines for your enjoyment. A silent auction area with over 100 gifts will be available for your shopping pleasure and a live auction featuring a professional auctioneer will tempt you with a variety of vacation packages and one of a kind items. All the proceeds from the ticket sales, the silent auction and the live auction will benefit the Santa Cruz Association of REALTORS® Housing Foundation's Closing Cost Assis-

tance Grant Program that helps bridge the gap to homeownership for families wishing to purchase a home in Santa Cruz County.

You can purchase your tickets online at www.atosc.com or at the Santa Cruz Association of REALTORS® offices by calling 831-464-2000. You can find out more about the event by visiting our website at www.atosc.com.

For more information about "A Taste of Santa Cruz" see page 11

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INSIDE REAL ESTATE Newsletter

Inside Real Estate is the official monthly newsletter of the Santa Cruz Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

Santa Cruz Association of REALTORS®
2525 Main Street, Soquel, CA 95073
(831) 464-2000
(831) 464-2881 (fax)

www.scaor.org

President's Message

Do You Know The Way To San Jose? California REALTOR® EXPO October 6 – 8, 2009 San Jose Convention Center



Lela Willet
2009 Association President

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We are so fortunate that the state EXPO is going to be right here in San Jose this year. The EXPO features cutting-edge seminars, a full hall of hot new products, and networking opportunities you should not miss! Have you been looking for a way to jump start business? This is it. C.A.R.'s annual trade show and educational summit will be right in our back yard.

If you have never been to the EXPO, treat yourself to some of the following:

Tech Tuesday with classes such as "Text, Tweet and Sell", Hands on Computer Training in Quick Books, Microsoft Excel and Word", "Best Practices for Building an Online Presence", "Benefits of Blogging" and many more. Plan on attending the Tech Tuesday Luncheon with Bodine Balasco, named one of the Top 21 Speakers for the 21st Century.

Economist Leslie Appleton-Young at the Opening Luncheon. As 2009 heads towards a close, the California real estate market remains one of sharp contrasts. Hear what Ms. Appleton-Young has to say about where the market is headed and what are the emerging opportunities out there for REALTORS®. The 2010 Housing Market Forecast will include valuable insights including projected home sales, median prices, housing affordability and mortgage rates and availability. **Commercial Day** Wednesday. Hear the Commercial Market Outlook from C.A.R. Deputy Economist Robert Kleinhenz. Attend seminars such as "Commercial Property Sales",

"Commercial Forms", "Listing and Marketing Commercial Property".

DRE Forum with Commissioner Jeff Davi

Learn from panels such as "Tales from the Trenches: How I Survived Previous Downturns (you will hear our own Robert Bailey)", "How to Close A Short Sale Transaction Really", "Top Producers share Strategies", "Economic Panel the New Normal: What Recovery Means in 2010"

Roll up your sleeves for hands on computer training in Clarus, Word, Excel and others.

Save time for a vast array of seminars from "Green Tips for REALTORS®" to "Hot Issues on the Legal Front: Multiple Offers".

Don't miss the closing lunch with Keynote speaker Connie Podesta who will help you to understand how to communicate effectively during challenging moments which could make or break a deal.

The Santa Cruz Association of REALTORS® Vision Statement "Creating Better REALTORS®" could not be better served than by the knowledge that each of our members will take advantage of attending the EXPO in San Jose October 6 – 9th at the Convention Center. [Click here](#) for more details. I look forward to seeing you there!



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WATER CONSERVATION, PROPOSED SEPTIC SYSTEM REGULATION & COUNTY REGIONAL PARK BILL ON HOLD

Water Conservation & Penalties

Scotts Valley has approved the assessment of penalties for violation of water conservation restrictions. Written notices will be given for the first two offences. The third offence will be \$100, the fourth \$250, and the fifth and subsequent offences will have a \$500 penalty. The City of Santa Cruz has a similar schedule for water conservation violators. Due to 3 years of below normal rainfall and runoff, the Cities of Scotts Valley and Santa Cruz, and the Soquel Creek Water District have had water restrictions in place since the beginning of 2009. Soquel Creek Water District has had a voluntary water conservation campaign in place.

The conservation measures target outdoor watering only. The restrictions include limitations on watering days, times, and duration, requiring shut-off nozzles on hoses, prohibiting washing down hard or paved surfaces, swimming pool filling guidelines, etc.

Recent weather forecasts are predicting an El Nino 2009-2010 winter. Regardless of the weather we must continue using our new habits of water conservation. Even in years of heavy rainfall it is important to conserve our most precious resource.

County Proposed On-Site Septic System Regulation

In August Santa Cruz County Environment Health Department began implementing a standardized evaluation and report for septic systems. The new report provides the homeowner a way to measure and monitor the efficiency of their septic system. In addition, it is an excellent risk management tool for home buyers and sellers during the escrow process. Information about the new regulation is available at the Environment Health Department counter.

The County is proposing to make this on-site evaluation and report a point of sale issue as their method of implementation. SCAOR is strongly opposed to point of sale mandates. On average less than 2% of an area's housing turns over each year. Since within that 2% the turnover contains a small percent of septic users, it could take 50 plus years to make sure all septic systems are environmentally safe.

Using point of sale is a very slow way of implementing any new regulation. Especially one that has this much value to the homeowner and to the community, as this regulation does. Several LGR Committee members met this month to brainstorm more effective and faster ways of implementing the County's proposed system. In the next few weeks we will be presenting Environment Health

with ideas to get their proposal out to the septic system community in a faster fashion.

SB 211 County of Santa Cruz Regional Park District Formation

Due to strong opposition from LAFCO, the City of Watsonville, and other organizations, Joe Simitian, author of SB 211 has put his bill on hold for a year. The bill in its current state would allow the Santa Cruz County Board of Supervisors to initiate the formation of a regional park and open space district with coterminous boundaries.

The open space district was initiated by the Land Trust of Santa Cruz County to use local taxes to buy and preserve open space for public recreation, and preservation from development. The regional park and open space district law is the principal act for the well-known Mid-

peninsula Regional Open Space District and the East Bay Regional Open Space District. SB211 would give local voters the chance to set up an independent special district that would preserve the County's valuable beaches, forests, agriculture land, and remaining natural habitats.

The bill is supported by the Cities of Santa Cruz and Capitola, the Santa Cruz County Supervisors, and the Land Trust of Santa Cruz County, along with various conservation groups. Strong opposition was voiced by the Cities of Watsonville and Scotts Valley, Audubon California, Santa Cruz County Farm Bureau and also conservation groups. Community meetings are planned throughout the year to sort out the differences. Please plan to attend one or all of the meetings, and stay informed about this important issue effecting our community and property values.

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Real Estate Legal Matters

Contract Signing Tips

Lloyd Williams
Association Attorney



A recent Appellate Court decision addressed the issue of where there are multiple owners and not all of the owners sign the purchase agreement, whether the court could compel the signing Seller to convey its percentage interest to the Buyer. The Court decision discusses the case law history and the two lines of cases, with one line holding a contract is not complete unless all parties to be bound have signed it; and the other line of cases holding that the Seller who signed the contract is bound to sell its percentage interest.

The Court distinguished those cases where the Buyer was unaware that there were other owners and believed the owner who signed was the only owner. In that situation, the Court may require the signing Seller to convey its interest in the property to the Buyer. However, in this case, the Buyer was aware that there were three owners before the contract was prepared, but apparently relied upon a provision in the contract that the signing Seller had authority to bind the non-signing owners. There was evidence that powers of attorney had been prepared by the Buyer's attorney before the contract was signed which, if executed by the non-signing owners would have given the signing Seller authority to sign on behalf of the non-signing owners. The Court held that where the Buyer is aware that there are other owners, the signing Seller does not have the burden to establish that it was its intent to be bound to sell its percentage interest only if the entire own-

ership interests were being sold to the Buyer, The burden was on the Buyer, when knowing of the other ownership interests, to obtain either signatures of those owners or powers of attorney from them that authorized others to sign on their behalf, or provide in the contract that the signing Seller will sell its interest regardless of whether the non signing owners join in the sale.

Other Issues Regarding Signing:

1. Agent signing for principal per verbal authority. Periodically, in the heat of a transaction, an agent may sign for the principal "per phone authorization" or words to that effect. Without a written and signed power of attorney from the principal, the agent is not authorized to sign for the principal.

2. Trustee of a living trust gives a power of attorney to a third party to sign on behalf of the Trustee. One would have to review the Trust Declaration to determine whether such a power of attorney would be valid. Sometimes the Declaration prohibits delegation of duties to third parties and sometimes the Declaration specifically addresses this issue to allow for a third party to be empowered. An agent should have the principal confirm with his or her counsel whether a power of attorney may be used when the property is held in trust.

3. Recently, our office had a case where the Offer was countered by the Seller, who did not

sign the Purchase Agreement, but did sign the Counter Offer (both CAR forms). After one additional Counter Offer from the Buyer, which was accepted by the Seller, the listing agent claimed that there was no binding contract because the Seller had not signed the Offer. As with most Counter Offers, the Seller is expressly accepting the terms of the Offer, subject to specific changes in the Counter Offer. Except for the multiple counter offer situation, the Buyer's acceptance (or the Seller's signed acceptance of the Buyer's Counter Offer) creates a binding contract, regardless of whether the Seller signed the Offer.

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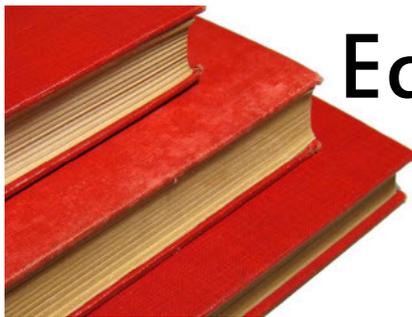
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Wed. October 7, 1:00-4:30pm
Instructor: Guy Berry

Key Learning Points: Identify those things that kill transactions; learn the root causes and ways to avoid them; Learn how to identify each issue and eliminate; How Listing and Buyer agents can change the results. Who Should Attend? Any agent who has ever had a deal fall through... and wants to make sure it never happens to them again.

[Homebuying Strategies with FHA Loans](#)

Tues. October 13, 2:00-3:30pm
Instructor: Santa Cruz Home Finance

FHA insured loans have helped to lead our real estate market through 2009 and will continue to be the predominant loan program in 2010. Come and hear directly from a HUD Approved Direct FHA Lender with Full Eagle Endorsement, HUD certified DE Underwriters and an FHA certified Appraiser. Get the details! Hear the experiences! Learn the strategies! **Why FHA?** FHA is the ONLY loan that allows 3.5% down payment, even up to \$729,750; FHA is the ONLY loan that allows the down payment to be ALL GIFT; FHA is the ONLY loan that allows a non-occupant (like a parent) to co-sign on a loan.

[The Coastal Act It's Everywhere!](#)

Wed. October 14, 1:00-2:30pm
Instructor: Attorney Charlene Atack, Bosso Williams Law Firm.

The Coastal Act Zone encompasses 1.5 million areas of land along the California coast and extends up to five miles inland in Santa Cruz County. Development subject to the Coastal Act encompasses virtually every type of structure. This presentation will cover: An overview of the Coastal Act and of the Coastal Commission; The history of the Coastal Act and its application here in Santa Cruz County; Coastal Act Policies regarding development; A Review of Coast Development; Permits and Coastal Bluff Protective Structures.

[Short Sales Know the Law!](#)

Fri. October 16, 9:00-12:00pm
Instructor: Berta Volfer

Have You Done Enough To Stay Out Of Court?

Come and learn crucial information about closing your short sale transaction safely and profitably. How to recognize hidden Short Sale transaction traps. How to understand and explain legal Contracts, Addendums, Counter Offers, Disclosures to your clients in a manner required by law How do deal with illegal and unfavorable

Bank demands & protect your client

[Risk Management](#)

Wed. October 21, 9:00-12:00pm
Instructor: Neil Kalin, C.A.R. Assistant General Counsel

This course is designed to help minimize the chance of having a claim or lawsuit filed against you by following some simple Risk Management steps and by becoming educated in the areas which cause the greatest incidence of claims. The suggestions, education and advice presented can limit your liability and assist you with handling of a claim if you are faced with one. Objectives: Upon completion the student will have an understanding of the basic concepts of risk management; The ability to identify common areas of risk; An understanding of licensee activities likely to contribute to risk; Practical examples of high risk areas; How risk management impacts the consumer; An understanding of their legal responsibility. This course is Department of Real Estate accredited for 3 hours of Continuing Education (CE) in Consumer Protection.

[IMS: Integrated Marketing Specialist Certification](#)

Mon. October 26, 1:30-4:30pm
Instructors: Brian Delaney, VP Business Endurance Media
Michael J. Russer, Strategic Consultant

An Integrated Approach to a Changing Market Covered: What do Today's Buyers and Sellers Really Want? Using Off-Line Channels to Drive Traffic to Your Website Reach ALL Demographics Using a Balanced Marketing Approach Build a Strong Local Brand/Reputation This portion is a live presentation by Brian Delaney, Vice President of Endurance Business Media since 1999. Formerly Director of Business Development for Re-Max, Senior Business Consultant for Coldwell Banker Real Estate Corporation, and Vice President of Hunneman and Company Real Estate Corporation. The Internet Covered: Optimize Search Engine Efforts Speaking the Language of the Internet Empowered Consumer Drive More Traffic to Your Site or Blog Using Social Media to Build Your Network This portion is a Video presentation by Michael J. Russer an internationally acclaimed speaker, author trainer and strategic consultant to the real estate industry. He is the exclusive Internet columnist for REALTOR Magazine and the father of the "Virtual Outsourcing" movement within the real estate industry.



Click on any class title to see the class flyer

Housing Expo 2009



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Great information was to be had at this year's 3rd Annual Housing Expo. Attendees were thrilled with the amount of useful and valuable information provided by our exhibitors and speakers. The day ran smoothly with back to back seminars, great food provided by Lifestyle Culinary Arts ([link](#)) and a perfect venue. Thank you to all those who participated in bringing this event to the public and we look forward to Expo 2010!

Many thanks to our Sponsors & Exhibitors without whom the Expo would not be possible!

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Longacre Real Estate
Carlos Landaverry,
Santa Cruz Planning Dept.
Cher'e Rich,
Stewart Title
Debbie Welty,
Stewart Default Service
Dimitri Timm,
Princeton Capital
Ed Bliss,
Blue Line Power
Fred Antaki,
Main Street Commercial
Jennifer Walker,
Network Mortgage, CalSTRS
Joe Fullerton,
City of Santa Cruz Green Building Program
Joe Ganeff,
Xchange Solutions
Joe Jordan,
Solar Installation Instructor,
Cabrillo College
Jose Mendoza,
Meyer Mortgage (VA)

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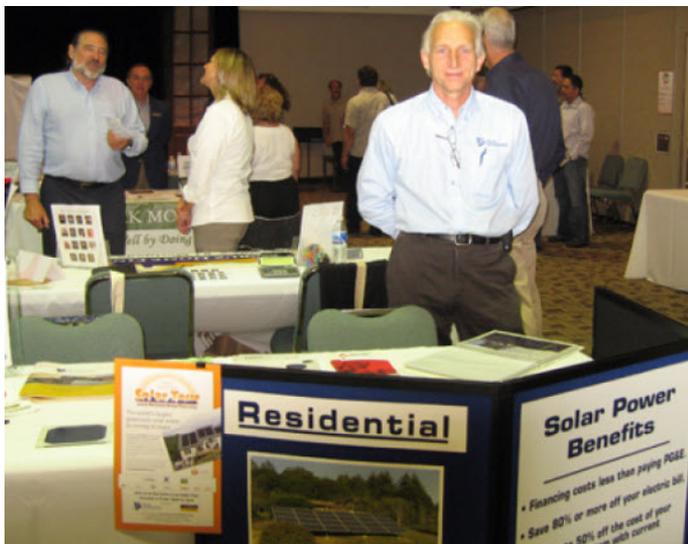
Thank you to our invaluable Housing Opportunities Committee who put a huge amount of time and effort into making the Housing Expo a success.

Joe Ganeff,
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Loree Doan,
Stewart Title
Linda Darrigo,
Coast Country Real Estate
Dimitri Timm,
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Woutje Swets,
Vanguard REALTORS



**MORE
EXPO
PHOTOS**

Housing Opportunity Committee members Loree Doan (r) and Linda Darrigo (l).



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NOW IS THE TIME

Elaine Della Santina
2009 Housing Foundation Chair

Fall is here, and you can feel the chill in the air. There have been so many wonderful, fun filled events taking place in the county it is overwhelming to try to keep track. Mark your calendars though because you do NOT want to MISS the 'A Taste of Santa Cruz' November 5th at the Cocoonut Grove- the all volunteer organizers have heard

the cries "we need more room" "this place is too crowded" and this year's event will be a fabulous spread out *flat out good time* for everyone!

As always the Housing Foundation is looking for YOU, to help us out even something as simple as being a liaison within your own office, to keep your peers

current on our events and actions, or you could work within a sub-committee. If you really want to dig in your heels and make a difference now is the time that we begin the process of accepting nominations for our outgoing 2010 Trustees. This year we have four spots to fill; each position is a three year term and requires a once month-

ly meeting. Beyond that you can devote as much time as you would like to the Foundation. If you are interested in getting involved and helping to fulfill the dream of home ownership please contact Andrea Harbert at SCAOR or myself and we'll provide more information on the process, dates, times.



**The 5th Annual
"A Taste of Santa Cruz"
Needs You!!
Thursday, November 5th**

The Santa Cruz Association of REALTORS® Housing Foundation's annual fund raiser is quickly approaching and volunteers are needed to participate in the silent auction during the evening. We've scheduled 45 minute shifts during the evening and by signing up for a shift you will insure the success of this year's event. Please select one or more of the following shifts and send an email to Jeanne Mulhern [click here](#) or Connie Landes [click here](#). Thank you so much and don't forget to buy your ticket on line at www.atosc.com, at the SCAOR office or from your office representative.

Silent Auction Shifts:

- 5:15 pm – 6:00 pm**
- 6:00 pm – 6:45 pm**
- 6:30 pm --7:15 pm**
- 7:00 pm – 7:45 pm**
- 7:15 pm – 8:00 pm**
- 8:00 pm – Table Closing**

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From the desk of Dale Gray

Government Affairs Director

Extension? Increase? 1.4 Million Taxpayers Have Used Tax Credit

Recent reports claim that 1.4 million taxpayers have filed (or amended) their 2008 income tax returns requesting the \$8000 first-time homebuyer tax credit. This is roughly consistent with NAR's projections that about 1.8 million taxpayers will claim the credit. NAR also estimates that at least 355,000 of eligible sales would not have occurred without the credit.

NAR, along with the National Association of Home Builders, continues its full court press to extend the credit into 2010. This intense campaign will have major grassroots components to secure an extension of the credit as soon as possible to avert a slowdown in the market. They are also asking for an increase from \$8,000 to \$15,000. My Washington DC contacts tell me an increase is very unlikely, even if there is an extension.

Treasury Secretary Timothy Geithner has not made a decision yet on whether to recommend extending the tax

credit for first-time home buyers. There is extra pressure on the Treasury Secretary with more than a dozen bills introduced in Congress to prolong the life of the tax credit past the November 30 deadline. The credit appears to be helping stabilize the housing market, but there are conflicting views about the practicality and cost of an extension. Currently, the cost may hit an estimated \$15 billion. As long as the Treasury is having no trouble selling debt (and it isn't having any trouble at all), Congress and the administration may figure the incremental cost of the tax credit is no big deal.

Who Qualifies?

First-time home buyers who purchase homes between January 1, 2009 and December 1, 2009. To qualify as a "first-time home buyer" the purchaser or his/her spouse may not have owned a residence during the three years prior to the purchase.

Which Properties Are Eligible?

The 2009 First-Time Home Buyer Tax Credit may be applied to primary residences, including: single-family homes, condos, townhomes, and co-ops.

How Much Will the Credit Be?

The maximum allowable credit for home buyers is \$8,000. Each home buyer's tax credit is determined by two factors: The price of the home—the credit is equal to 10% of the purchase price of the home, up to \$8,000. The buyer's income—single buyers with incomes up to \$75,000 and married couples with incomes up to \$150,000—may receive the maximum tax credit.

If the Buyer(s)' Income Exceeds These Limits, Can He/She Still Get a Credit?

Yes, some buyers may still be

eligible for the credit.

The credit decreases for buyers who earn between \$75,000 and \$95,000 for single buyers and between \$150,000 and \$170,000 for home buyers filing jointly. The amount of the tax credit decreases as his/her income approaches the maximum limit. Home buyers earning more than the maximum qualifying income—over \$95,000 for singles and over \$170,000 for couples are not eligible for the credit.

Will the Tax Credit Need to Be Repaid?

No. The buyer does not need to repay the tax credit, if he/she occupies the home for three years or more. However, if the property is sold during the three-year period, the credit will be recouped on the sale.

IRS YouTube Video

[Click Here](#)

C.A.R. H.A.F. Mortgage Protection Program

Peace Of Mind For First Time Home Buyers

On April 2, 2009 the Housing Affordability Fund launched a new program designed to provide peace of mind to first-time buyers who are hesitant to enter the housing market due to concerns about potential job loss, and subsequently being unable to meet their monthly mortgage

obligations. Qualifying buyers can receive up to \$1,500 a month for up to six months in the event of job loss; a qualified co-buyer can also receive a \$750 benefit for up to six months to help pay the mortgage.

CAR has created a pre-qualification process that will ensure you get a policy if your client meets the program qualifications and closes escrow before December 31, 2009. Just fill out the application and submit with a copy of the qualifying executed purchase agreement – your

file will be approved pending the receipt of the HUD-1 Closing statement indicating the close of escrow for your buyer.

[Click here](#) for more information and an application.

2010 Dues Renewal Contest



**Renew your 2010 Association membership
early and be entered into a drawing to win
all of your dues back!**

WIN ALL OF YOUR DUES BACK!!

One member will win their entire dues renewal back (this includes local, state and national dues).

If you pay your dues by December 31, 2009 and your check clears the bank or your credit card goes through the first time, you will be entered into the Dues Renewal Contest.

Drawing will be held on Friday, January 8, 2010 at the first Board of Directors meeting.



Affiliate Spotlight

Mark J. Williams, CEA

Co-Founder, Vice President

NCW Group Wealth Management



For over a decade, Mark has helped individuals and their families enjoy, manage, grow and transfer their substantial resources across family generations. Mark's understanding of highly appreciated asset sales, such as real estate, business, and collectibles, has helped many clients prepare for the future.

As Vice President of Advanced Wealth Planning, Mark's obligations are educating and training individuals and families along with their professionals

on our tax efficient strategies whether investing for a comfortable retirement or organizing one's estate for the next generation. With clients in over 20 states and 5 countries, Mark has created strategic professional alliances with CPAs, Attorneys, Financial Planners, Real Estate Professionals, Financial Institutions, and other trusted advisors throughout the U.S. to maximize his clients' experiences and customize their solutions. As the firm grows in number of wealth advisors, Mark is constantly educating the NCW Group staff and himself on the Advance Wealth Management strategies which may be utilized by our clients to help them address their needs and concerns.

Mark is a fourth generation Californian from Monterey. Mark was awarded a full athletic scholarship to Stanford University, where he pitched for the Cardinals. He and the team won two 6-PAC championships and appeared in one College World Series. Before Stanford, Mark was a member on the 1993



U.S.A. Olympic Festival Baseball Team. After being drafted by the San Francisco Giants and an injury, Mark decided to utilize his education in economics and entered the financial services industry in 1998. Mark, along with partner Darren Champlin has personal responsibility for over \$500 million of clients' net worth. Mark and his wife Nancy enjoy entertaining guests, great food, golf, and their adorable toy poodle, Bear. In October of 2007 Mark and Nancy gave birth to their first little one, Lauren Catherine, who barely

tipped the scale at 6lbs. 7ozs. "And did we mention looks like her Daddy."

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Web Address:

www.ncwgroup.com

Defer Capital Gains:

www.mydstplan.com/ncwgroup

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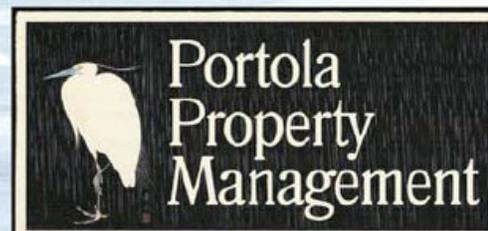
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Santa Cruz Association of REALTORS Inc.



SCAOR Calendar October 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Oktoberfest 4-8pm	2	3
4	5	6 C.A.R. Expo Tech Tuesday at the San Jose Convention Center	7 1-4:30pm Top 10 Deal Killers C.A.R Expo at the San Jose Convention Center	8 C.A.R Expo at the San Jose Convention Center	9 C.A.R Expo at the San Jose Convention Center	10
11	12  Columbus Day Holiday	13 2-2:30pm Homebuying Strategies with FHA Loans	14 10:30am SCAORHF Fundraising Committee 1:00-2:30pm The Coastal Act- It's	15	16 9:00am SCAOR Board of Directors 9:00am-12:00pm Short Sales-Know the Law	17
18	19 8:30am Affiliate Committee 2:30pm SCAORHF Board of Directors	20 2:00-4:00pm A visit from Assemblyman Bill Monning	21 9:00am-12:00pm Risk Mgmt w/ Attorney Neil Kalin 1:00pm Education Committee	22 8:00am-5:00pm Precision Ultrasound Screenings at SCAOR	23 8:30am LGR Committee	24
25	26 9:00am Budget & Finance Committee 1:30-4:30pm IMS Certification	27	28 8:30am New Member Orientation	29	30 8:30am New Member Orientation	31 



Tip of the Month

Teaching your Clients about Days on Market (DOM)

Using an analysis of home price vs. days on market analysis, you can demonstrate an intimate pricing knowledge of your local marketplace. You can also show how homes you have personally listed have sold more quickly because of the thorough pricing analysis you offered.

Understanding “days on market” will also help your seller to determine their pricing strategy more effectively. If the seller understands that the average DOM is 110, and they need to show up for work in a new town in 60, they may want to more aggressively price their home.

Let’s say a client wanted to list their home because they are relocating and they need to sell it within 60 days. How would you best price that home while involving the seller in the process so that it is collaboration between you both?

You can easily run the pricing analysis for those properties that have sold within the last 45-90 days and discuss DOM for those with conforming prices and attributes compared to those which took much longer to sell. It gives you a much bigger spectrum than simply

pulling two or three CMA’s to discuss.

Share these reports with your clients during the listing presentation or send them electronically after your initial meeting.

Attend a FREE webinar to learn more about the new and improved features of Clarus MarketMetrics®.

Please [Click here](#) to view the webinar schedule



New REALTOR® Members September 2009

David Lyng Real Estate

Paul “Augie” Dent

Kobbeman Properties

H.J. “Henry” Kobbeman

New Affiliate Member September 2009

NCW Group Wealth Management

Mark Williams