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*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®**

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# Inside This Month's Newsletter

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## Message From The President

# Giving Thanks

**Candace Bradfield**  
**SCCAR President 2011**  
[bradfield@cruzio.com](mailto:bradfield@cruzio.com)

Thanksgiving is a time when friends and family come together and everyone is busy cooking their favorite goodies. Thanksgiving is also a time when the less fortunate are worried about getting another meal.

We have seen people lose their homes, jobs and families dissolving from stress. We have even seen weather at its worst but we still rise up together.

I believe every day calls for giving thanks and I am consistently reminded of how fortunate we are by where we live and the wonderful people we are surrounded by in our community.

As your President, peer, and friend, I ask that together we pray for the less fortunate, from the homeless to your neighbors who lost their homes.

Thanksgiving is a time to be grateful for one's health, family, friends, job, home and having food on the table.

Happy Thanksgiving!

I am grateful for all that you do!

## Designation Awareness Month: The Value of Designations Why Earn a Designation?

Earning a [designation](#) from NAR or one of its [affiliated Institutes, Societies and Councils](#) can help you succeed in all aspects of your business and help you earn more money.

REALTORS® who pursue professional designations have a distinct competitive edge as a result of their increased expertise and marketability. Based on the 2011 survey data, the median income of REALTORS® without a designation was \$26,900 and the median income of those with at least one designation was \$49,300. A difference of \$22,400.

There is an official NAR designation for practically every specialty in the real estate industry. The NAR and its affiliated Institutes, Societies and Councils provide a wide-range of programs and services that assist

members with increasing skills, productivity, marketability, proficiency and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by each affiliated group upon completion of required courses.

### Learn More About Official Designations & Certifications

View a complete list of NAR's [official designations and certifications](#). Download the [Education and Resources Guide](#) from the [REALTOR.org Store](#) as a free e-product.

### Course Information

Explore classes to help you earn your designation or certification. Visit [NAR's Education Matrix](#) for a list of all education provided by NAR and its affiliated Institutes, Societies and Councils.

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# Welcome to the Neighborhood, Scotts Valley

**Candie Noel,**  
**Bailey Properties, Inc.**  
[cnoel@baileyproperties.com](mailto:cnoel@baileyproperties.com)

Feels like an all-American home town, the quintessential suburban community. Parks for kids to play and families to gather, blue ribbon schools, wide streets, ice cream parlors, parades. Everything apple pie and motherhood? Not! Does the home of *astrodapsis spatiosus*, a 2000 pound *duisiren jordani*, the tree circus, Santa's Village, and the Lost World sound like your average, mundane, American incorporated city?

In fact, the City of Scotts Valley has several claims to fame. It had the first tannery in Santa Cruz County (1843). It was a horse changing stage coach stop between Alviso and Santa Cruz. The first valley landowner was Jose Antonio Bolcoff who was the only Russian to receive a Mexican land grant. The first Santa Cruz County Fair was held here in 1918. The first 24 foot mobile home in the County was installed here. It was the favorite residence of Alfred Hitchcock and his family. And the only spot in the U.S. where people have lived continuously for over 10,000 years.

The City of Scotts Valley is built on and around an ancient Pleistocene lake. The lake dried up when the last ice age ended leaving many archaeology sites at the shoreline and in the ancient bed. Nineteen different species of tiny shark teeth have been found in the sand hills and ridges called "Sharks Teeth Hill" at the western edge of the valley. About a mile beyond Sharks Teeth Hill you will see hollow sandstone pillars that are cemented together by a now extinct sand dollar species. Sand Dollar Hill near Weston Road has a 200 foot thick crust composed of an extinct species of sand dollars, the *Astrodapsis spatiosus*.

The fossil remains of a 2000 pound extinct sea cow, *Duisiren Jordani*, were found at the Olympia Sand Quarry. This sea cow lived 10-12 million years ago in the shallow near-shore waters of the lake. A replica can be seen at the Santa Cruz Museum of Natural History. A whale skeleton was unearthed during the construction of Borland International which is at the north end of Scotts Valley. Prehistoric activity was also found during the construction of Seagate Technologies.

As early as 13,000 years ago people have been calling Scotts Valley home. In addition to the lake, its many creeks, springs, ridges and terraces were good for hunting, and for seed, acorn and grass gathering. The first known people to inhabit the valley were the Aruama Indians who came over from Asia. Starting around 2000 BC Indian villages were built around the lakebed and Carbonera Creek, Bean Creek, MacKenzie Creek, and the San Lorenzo River. A fairly large village was found during the construction of the City Hall. Several smaller villages have been found throughout Scotts Valley proper. The water district sits where the lake's edge once was. More than 11,500 artifacts were uncovered during one archeological dig, many of which are on display at Scotts Valley City Hall.

The first European settler of the valley was Osip Volkov, a Russian sailor from Kamchatka Peninsula, Siberia. He quickly assimilated into the Spanish culture, changed his name to Jose Antonio Bolcoff, married the daughter of Juakin Castro, and became a Mexican citizen in 1833.

*Continued on Next Page*



## Welcome to the Neighborhood Scotts Valley

*Continued from previous page*

Rancho San Augustin was granted to Bolcoff by the Mexican governor Figueroa. The 4,436 acre Rancho was bounded on the south by Rancho Carbonera, on the west by the San Lorenzo River, on the north by Vine Hill and Graham Ridge, and on the east by a ridge of hills above the valley floor. His adobe casa was built near today's Kings Village Shopping Center. When appointed administrator of the Missions Santa Cruz, Bolcoff lost interest in Rancho San Augustin, and sold it to his brother in law Joseph Majors (renamed Don Juan Jose Mechacas) for \$400 around 1841

Majors, or Mechacas, did very well with his purchase. Only 9 years later he sold San Augustin Rancho for \$20,000 to Hiram Daniel Scott, a Maine seaman turned gold miner. During the 1850's Hiram Scott and his family were the sole residents of the valley. The region became know as Scotts Valley.

Scott built his family home in 1853 on Old Santa Cruz County Road. It was one of the two places in used for a stage coach stop between Alviso and Santa Cruz. The home was located near the present day Bank of America on Scotts Valley Drive, or Old Santa Cruz County Road. The home was moved in 1936 to its present location on MacDorsa Drive behind City Hall. It has transferred ownership 19 times, with its present owner the City of Scotts Valley. The Scott House is on the National Register of Historic Places and tours are available through advance reservations.

Until the 1930's Scotts Valley remained a sparsely populated rural area with a few large, family run farms and dairies. Although the population has grown to approximately 11,000 residents, Scotts Valley today remains family centric. The family friendly environment is one of the main attractors to the City. With its convenient commute location and great schools for their children, beach lovers who work over the hill often make Scotts Valley their home. In part Scotts Valley was developed as a bedroom community of Silicon Valley. Although many have relocated elsewhere the high tech companies of Seagate, Netflix, Borland, etc. have contributed to the innovation, growth and commerce we see in Scotts Valley.

From its earlier history as a stage coach stop, Scotts Valley remains a stop off point for travelers. However, today it is also a gateway for travelers and vacationers on their way to the beaches of Santa Cruz, or the redwood forests and wineries of the Santa Cruz Mountains. Those passing through on the way to their destination stop for services, gas, food, camping supplies. Most forget that Scotts Valley is also a destination place.

Skypark is a choice destination for walking or a picnic. It's an extinct airport converted to a park, and its 20,000 square feet are available year round at no cost. Dogs are welcome off leash in Skypark's Dog Park. There are walking trails, shaded picnic tables, and California native plants to enjoy. Other recreational facilities include a park for skateboarding, tennis courts, soccer fields, bocce ball courts, basketball court, and a children's play area. There is something for everyone all the time.

Skypark is also the venue for the annual Scotts Valley Art and Wine Festival. One of the largest and best around, this annual two



day event draws over 100 artists. Several local wineries are on hand for your sipping pleasure. There is a food court, entertainment galore, and a kid's area too. Over 8,000 people from all over made Scotts Valley's Art and Wine Festival their destination this year.

There is more family fun at Camp Evers Fishing Park. In the 1920's Camp Evers was a rest stop for travelers with a dance hall, tents, store and gas pump. Today it is your local fishing hole, and stocked with steelhead. Picnic areas and barbecue facilities are also available. Fishing is free from May through September.

For you duffers out there, Scotts Valley is home to two difficult courses. The hidden gem is Valley Gardens Golf Course. This 9 hole executive course offers a good challenge to all calibers of golfers. After conquering Valley Gardens it's time to experience Pasatiempo Golf Course. This historic, Alister MacKenzie designed course is rated by many as one of the best 100 courses in the United States, and was ranked #11 in 2010 by Golf Magazine. Anyone can play this exquisite course.

See you in the valley, one of my favorite destinations.





## From the desk of Dale Gray

Government Affairs Director

# Year in Review

In the past you have been asked to “donate” or “contribute” to our REALTOR® Action Fund (RAF). This year I am asking you to INVEST in the REALTOR® Action Fund. We INVEST in our businesses to insure that we stay healthy. The same is necessary for our industry. When times are good cities, counties, state and legislators look to real estate as a money solution. When times are bad cities, counties, state and legislators look to real estate as a money solution. The dollars you INVEST insure that we are still able to do what we do best; protecting private property rights and preserving the ability for unburdened property ownership, whether it is residential or commercial.

INVESTING can be done in several ways. Primarily, it is done by a voluntary investment of \$49 on the annual SCCAR dues bill which is coming out soon for 2012. Additionally, you can invest at varying levels throughout the year, now including a monthly payment plan! And finally, a handful of volunteers choose to also invest their time to serve on the Local Government Relations Committee (LGR) and the Local Candidate Recommendation Committee (LCRC).

### Year in review 2011

While numerous challenges to our industry arose, the efforts of our volunteers to address those challenges stayed strong and consistent. Below is a small list of some of the issues we dealt with this year...

#### **Loan Limits**

We worked aggressively over the past few years to keep the conforming loan limits for this area in place. That initiative continues today.

#### **County of Santa Cruz Vacation Rental Ordinance**

We participated, from inception to adoption, in the vacation rental ordinance process, including funding an absentee postcard mailing to enlist out-of-area property owners. From Housing Advisory Committee to County Planning Commission to Coastal Commission meetings, SCCAR representatives were involved.

#### **County On-Site Septic System Regulations**

Although this local issue was on hold most of 2011 due to the State of California revisiting the legislation, the recent state legislation prohibits “point of sale” retrofit which was our major concern.

#### **City of Santa Cruz Rental Inspection Ordinance**

We participated, from inception to adoption, in the rental inspection ordinance process. Although a less onerous version was passed by the Santa Cruz City Council, based on our input and that of other stakeholders, we continue to monitor the beginnings of the City’s notification and enforcement process.

#### **SB211 – Santa Cruz Countywide Open Space District**

This is a two-year bill that had no action in 2011. We are currently watching this bill.

#### **Mayors Breakfast**

The LGR Committee hosted another great Mayors Breakfast in late July!

#### **La Bahia Hotel Project**

In late Spring the LGR Committee voted to give our support to the La Bahia Hotel Project. Committee members followed the progress and we ultimately spoke at that Coastal Commission meeting in August in full support. The meeting was predominately attended by supporters, with very little legitimate opposition. To everyone’s surprise, the project was turned down by the Coastal Commission.

#### **Sacramento Legislative Day**

Legislative Day was a success! SCCAR members made the trip to Sacramento and advocated on behalf of our local industry at the Capitol. We hope to build on this year’s experience in an effort to see even more attend next year.

#### **Water Water Water!**

2012 promises to be a BIG year for water. LGR members attended the Community Water Issues briefing in September and the committee has heard speakers on the Desal plant proposal. This is an issue that we will be watching closely.

#### **General Plan**

We are committed to working to establish sound policies on future housing and growth within the Santa Cruz County General Plan. As discussions continue, and others begin, we are involved.

#### **New Laws For 2012**

Every year new laws are enacted at the state and federal level that affect real estate and how you conduct business. Your local, state and national Realtor® representatives and Government Affairs Directors fight to protect you from onerous legislation if at all possible. Below is some of the legislation that will take effect in 2012. These should peak your interest. The full text of a bill is available at [www.leginfo.ca.gov](http://www.leginfo.ca.gov).

#### **Sellers Disclosing Water-Conserving Plumbing Fixtures:**

C.A.R. successfully sponsored a new law, effective January 1, 2012, revising the Transfer Disclosure Statement (TDS) to include a checkbox in Section A for the seller to disclose whether the property has water-conserving plumbing fixtures. C.A.R. intends to release a revised TDS form this month to comply with this law. Senate Bill 837.

*Continued on Page 7*

# Year in Review

Continued From Page 6

## NHD Companies Disclosing Mining Operations:

Starting January 1, 2012, a company preparing a natural hazard disclosure (NHD) statement for a prospective buyer, as required for certain transactions, must also disclose whether the property is located within one mile of a mining operation. Senate Bill 110.

## No Fee Bundling for HOA Disclosures:

Beginning January 1, 2012, another C.A.R.-sponsored bill requires a homeowner's association (HOA) to, upon written request, give an estimate of the fee for providing a prospective buyer with the governing documents of the common interest development and other required HOA disclosures. The fee must be reasonable based upon the HOA's actual cost for procuring, preparing, reproducing, and delivering the HOA documents. This month C.A.R. intends to release a revised C.A.R. standard form Homeowner Association Information Request that complies with this requirement. Assembly Bill 771.

## Brokers Designating Managers:

Under another law that C.A.R. sponsored, effective July 1, 2012, an employing broker may appoint a licensee as a manager to supervise the licensed activities, clerical staff, and day-to-day operations of a branch office or division. An appointed manager who fails to properly supervise licensed activities will be subject to disciplinary action by the Department of Real Estate (DRE). Senate Bill 510.

## Strengthening DRE Enforcement:

Effective January 1, 2012, the DRE will have greater disciplinary authority to achieve its highest priority of protecting the public. A licensee will be required to report to the DRE within 30 days of any of the following: (1) disciplinary action taken by another licensing entity in California or another state, or by a federal governmental agency; (2) an indictment or information charging a felony against the licensee; or (3) a conviction of a felony or misdemeanor, including a plea of guilty or no contest. Senate Bill 706.

## DRE Issuing Citations and Fines:

Starting January 1, 2012, the DRE can issue a citation and fine up to \$2,500 if, upon investigation, it has cause to believe that a licensee has violated the DRE rules, or a unlicensed person has engaged in licensed activities. Senate Bill 53.

## DRE Suspending Largest Tax Delinquents:

Commencing January 1, 2012, both the State Board of Equalization and the Franchise Tax Board must periodically make public a list of the 500 persons with the largest tax delinquencies in excess of \$100,000. Assembly Bill 1424.

## Agents Handling Appraisal Issues:

Beginning January 1, 2012, a licensee cannot knowingly or intentionally misrepresent the value of real property. Furthermore, a licensee who offers or provides an opinion of value of residential real property that is used as the basis for originating a mortgage loan cannot have any direct or indirect interest in the property or transaction. Senate Bill 6.

## Increasing Small Claims to \$10,000:

Commencing January 1, 2012, the small claims court jurisdiction will generally increase from \$7,500 to \$10,000 for an action brought by a natural person. Senate Bill 221.

## Revising the Notice of Sale:

Effective April 1, 2012, a notice of trustee's sale for the non-judicial foreclosure of one-to-four residential units must contain specified notices to the owner on how to seek postponement of the trustee's sale, and to potential bidders on the risks involved in bidding at trustee auctions. Senate Bill 4.

## Renting Out Condominiums:

C.A.R. also successfully sponsored legislation protecting owners' right to rent out their units in common interest developments. Starting January 1, 2012, an owner in a common interest development is exempt from any prohibition in a governing document against renting or leasing the unit, unless that prohibition was in effect before the owner acquired title to his or her unit. This law does not apply to rental prohibitions in effect before 2012. Senate Bill 150.

## Tenants Smoking Ban:

Beginning January 1, 2012, a residential landlord can prohibit the smoking of cigarettes and other tobacco products on the property, including any dwelling unit, building, other interior or exterior area, or the premises on which the property is located. Senate Bill 332.



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# Oktoberfest!



*Randy Turnquist, American Dream Realty and Dennis Spencer, WIN Home Inspection manning the grill!*



*Honora Robertson, Robertson RE and Mike Mulhern, Keller Williams*



*Dennis Spencer setting up the 'Stein Holding' contest*



*Women's 'Stein Holding' contestants, giving it their all! (l to r) Lori West, First American Title, Morgan Lyng, David Lyng RE, Jennifer Lyng Watson, Sereno Group and Liliane Molda, Lawrie & Lawrie Properties. Way to go*



*Winner, Jennifer Lyng Watson!*



*Gentlemen's 'Stein Holding' contestants: Jerid Kiedrowski, Coldwell Banker Residential Brokerage, David Hodges, New Directions R.E. Services, Jose Mendoza, Meyer Mortgage, Walt Dennig, Handyman and Ryan Sloane, Stewart Title.*



*'Stein Holding' winners, Jose Mendoza and Jennifer Lyng Watson!*



*Liliane Molda and Shelley Lawrie, Lawrie & Lawrie Properties, Frank May, Frank O. May and Associates, 2011 SCCAR President, Candace Bradfield and 2011 President-elect, Barbara Palmer*



*'Sweet' accordion sounds provided by Chiara Bos*

**More Pictures on Page**



## New Law Prevents HOA Boards From Conducting Meetings Via E-Mail

Terry Rein, Bosso Williams, APC

## Real Estate Legal Matters

Governor Brown recently signed into law Senate Bill 563 which amends the Davis-Stirling Common Interest Development Open Meeting Act (Civil Code § 1363.05) to prohibit the board of directors of a homeowners association (“HOA”) from conducting meetings via e-mail effective January 1, 2012.

HOA’s are involved in the management of subdivisions, condominiums and stock cooperatives. The new legislation is intended to close an inconsistency between the Open Meeting Act and the Corporations Code concerning a member’s right to attend meetings. On one hand, the Open Meeting Act provides that “any member of the association may attend meetings of the board of directors of the association, except when the board adjourns to executive session”. On the other hand, the Nonprofit Mutual Benefit Corporation Law (Corporations Code § 7211) allows boards to take action on a matter without a meeting if all members of the board consent in writing to that action. The new legislation specifically provides that HOA boards cannot conduct board meetings via e-mail or take action by written consent.

While the purpose of the new law is to ensure that residents be given the opportunity to hear and participate in HOA board decisions, it does so at a significant cost to a board’s ability to take action efficiently. In addition to specifically prohibiting meetings via e-mail or action by written consent except in emergency situations (as defined in Civil Code § 1363.05(g)), the new legislation also:

- Broadly prohibits a board from taking action on any item of business outside of a meeting. “Item of business” is defined in Civil Code § 1363.05(k)(1) as *any action* within the authority of the board, except those actions that the board has validly delegated.
- Requires that notice of executive session meetings be given to association members at least two days prior to the meeting. This is in contrast to the existing requirement of four days notice for regular board meetings.
- Permits members of the board to participate in meetings by telephone or video conference if at least one board member is present at a physical location where members may participate and if the connection allows all participants in the meeting to hear and be heard.

Critics of the new legislation feel that volunteer boards should have the ability to respond to issues quickly as they arise. Holding off on approval of any matter until the next board meeting (which may not be for months) may be impossible or impractical for a variety of reasons. SB 563 mandates additional notices, which will cost HOAs more money. The new law is also difficult to enforce. Even casual conversations would be unlawful, resulting in the potential for litigation. There appears to be no end to the overwhelming procedural burdens imposed on the board of directors of HOAs. Unfortunately, SB 563 is yet another trap for the unwary.

## Oktoberfest! *Continued*



Paul Bailey, Krista Brox, Marilyn Johnson:  
Bailey Properties, Inc., Dick Cornelsen,  
1st Reverse Mortgage USA and Candie Noel,  
Bailey Properties, Inc.



50/50 Raffle Winner,  
Michael Whiting, David  
Lyng Real Estate



Ryan Sloane and Loree  
Doan, Stewart Title



Lisa Mazzei, Blue Adobe Mortgage,  
Tamara Norman, First American Title  
Leslie Alvarez, Old Republic Title and  
Kathy Jackson, Network  
Mortgage/RPM



## Enter to Win an iPad and Meet the Santa Cruz Derby Girls!

The Derby girls will be cruising at this year's 'A Taste of Santa Cruz' selling raffle tickets for an iPad 2! Enter to win and meet some of the team!

'A Taste of Santa Cruz' offers delectable delights and tasty wines from over 30 local restaurants and wineries/breweries. Check out the complete 'tasty line-up' below to really get your mouth watering! Don't forget our Live and Silent Auctions where you can get some great items for yourself or for your holiday shopping list.

This event continues to offer the same low ticket price of \$30 in advance. Tickets can be purchased online at [www.atosc.com](http://www.atosc.com), by calling 831-464-2000 or check with your office to see if they have tickets! All proceeds benefit low income first time homebuyers in our County via the Santa Cruz Association of REALTORS® Housing Foundation ([click here](#))



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*Continued on Next Page*

# Win an iPad

*Continued From Previous Page*

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*A Taste of Santa Cruz*



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# **2012 Dues Renewal Contest**

## **WIN YOUR SCCAR DUES BACK!**



**Renew your 2012 Association Membership  
early and be entered into a drawing to win your  
SCCAR dues back!**

One member will win their entire local dues renewal back.

If you pay your dues by December 31, 2011 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 6, 2012.

# Legislative Watch

## Unintended Consequences?

Renee Mello, LGR Committee Chair  
[renmello@aol.com](mailto:renmello@aol.com) 831- 457-5500



As most of you know the “Vacation Rental Ordinance” for Santa Cruz County became effective on July 13<sup>th</sup> of this year. Your LGR committee followed this ordinance closely under the fine leadership of REALTOR®, Candie Noel. We attended the meetings, including the Coastal Commission meeting held in San Rafael and, when appropriate, spoke against the ordinance. When it became apparent that the ordinance was going to pass, we met with the people from the county who would be administering the ordinance and were told that the process would be “easy”.

The registration window opened on August 28<sup>th</sup> and is to close 90 days later, on November 28<sup>th</sup>. While the ordinance covers all unincorporated areas in the county, it includes special rules for Live Oak. This area covers between the Harbor and 41<sup>st</sup> Avenue and South of Portola Drive. In this area no more than 15 % of homes, or 20% on any one block may be short term rentals. Those homes that can prove that they are currently being used as vacation rentals will be “grandfathered” in. To qualify as a “grandfathered” vacation rental, it must have been used as a rental on or before April 5<sup>th</sup>, 2011. After November 28<sup>th</sup> any vacation rental application will be considered a new rental and will be subject to the new rules.

So what has happened since this Ordinance has passed. An article in the Santa Cruz Sentinel on October 8, 2011 leads with the following statement, “A new county law aimed at rowdy summer vacationers is proving to be an unexpected boon for the county, doubling the number of vacation rentals on the books and potentially adding more than \$1 million to the county’s tax rolls, a Sentinel review of tax records have found.” There has been a flood of people registering their homes as vacation rentals.

The registration process isn’t easy or cheap. An application form must be completed. A set of plans, including a site plan and a floor plan must be submitted, drawn to scale. Quite a few owners have opted to pay a third party to develop these plans. Based on the plans submitted, there can be restrictions on the number of people that can occupy the home based on bedrooms and/or parking available. A copy of the rental or lease agreement must be submitted in addition to proof of operation before April 5, 2011. A proof of payment of Transient Occupancy Tax (TOT) is required. If you cannot provide this proof, you will be asked to pay the last three years of TOT at the time of registration. Last, but certainly not least, there is an application fee of \$289.32 for existing rentals, and \$441.32 for new rentals.

As a REALTOR®, I wonder how many of those who are registering their homes have had their homes used as rentals in the recent past. We know that a beachfront home with the ability to be used as a vacation rental is far more desirable than one that is restricted. With the onerous restrictions in the Live Oak area, my bet is that

there is not going to be the opportunity for a “new” rental to become part of the vacation rental program for a very long time. So as a homeowner, I would weigh the cost of registering now versus the decrease in the amount I can sell my home for in the future.

As implementation continued to unfold, this ordinance has turned into a very intrusive and expensive proposition for Vacation Rental Owners. In addition, this has opened the door for the County Tax Collector to go after those who may not have paid the appropriate taxes. In another article from the Sentinel published on October 8, Fred Keeley the County Treasurer, made a point of saying that they are aggressively going after those who have advertised to customers that they have collected TOT but for whom the county has no record of them ever being paid. Was this tax collection boom from the Vacation Rental Ordinance an “unintended consequence” or was this the original purpose?

### *Store Sale For November*



*Flags – Assorted colors w/white*

*\$6.00 Members*

*Flag poles (white)*

*\$6.00 Members*

*Great for Open House Tours!*



# Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

**Matrix Cutover is November 15, 2011!**  
**Be sure you're prepared, sign up for a training session today!**  
**New Mastering Matrix sessions scheduled.**

### [Matrix Essentials](#)

Friday, Nov 4, 10:30 am - 12 pm  
 Cost: Free to SCCAR Members with pre-registration  
 Instructor(s): MLS Listings, Inc.

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 Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing

### [Mastering Matrix](#)

Friday, Nov 4, 1 - 2:30 pm  
 Cost: Free to SCCAR Members with pre-registration  
 Instructor(s): MLS Listings, Inc.

This 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 Essentials](#)

Monday, Nov 14, 10:30 - 12 pm  
 Cost: Free to SCCAR Members with pre-registration  
 Instructor(s): MLS Listings, Inc.

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 Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing

### [Mastering Matrix](#)

Monday, Nov 14, 1 - 2:30 pm  
 Cost: Free to SCCAR Members with pre-registration  
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Sorting Results, Statistics from Results, CMA's from Results, Area Statistics, Customizing Results, Building Hotsheets, Emailing Results, Auto Emailing.

### [zipForm® 6 Training for DRE Credit](#)

Wednesday, Nov 16, 1 - 4 pm  
 Cost: SCCAR Member \$30, SCCAR member at the door \$40, Non-member \$50  
**DRE Credit: 3 Hrs. of Consumer Service**  
 Instructor(s): C.A.R. Trainer

Learn how to: access zipForm® 6 Professional, zipLogix Digital Ink and ZipVault online document storage, use zipForm 6 Toolbar, create and use templates and sync transactions between zipForm® 6 Professional and Standard!

*Unless otherwise stated, all Education & Professional Development offerings are held at the SCCAR offices at 2525 Main Street, Soquel, CA 95073*

**SCCAR WISHES YOU  
A WONDERFUL  
THANKSGIVING**

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## Affiliate News

Dennis Spencer  
Affiliate Committee Chair  
WIN Home Inspection  
831-621-6303  
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## Affiliate Spotlight

Robin Magana  
Old Republic Title  
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How many times in life have you heard the phrase, “You should have been here yesterday”? As when you’re trying desperately to find waves and your buddy paddles over and tells you it was perfect...yesterday. Or when holding an open house with few attendees and a fellow REALTOR® tells you he had 25 people at his open house...yesterday. Well here’s one more example of a missed opportunity for a great time spent with like-minded people, and you should have been there Thursday the 20th of October at the Santa Cruz County Association of REALTORS® office. Ockoberfest was celebrated that day with great zeal thanks to the efforts of the Association staff and Affiliate volunteers and sponsors.

Randy Turnquist of American Dream Realty manned the BBQ pit and cooked some tasty Brats and sausages that went well with the beer and sodas. The Affiliate committee organized a stein-holding contest officiated by Dimitri Timm of Princeton Capital. The competition was fierce as men and women tested their strength and endurance by holding steins filled with water at arms-length for as long as possible. The men’s winner was Jose “The man of massive shoulders” Mendoza of Meyer Mortgage, while the women’s winner was Jennifer “Wonder Woman” Watson of Sereno Group. The 50/50 Raffle Winner was Michael Whiting, David Lyng RE and congratulations to Christine Gula, Stewart Title who won the pretzel contest! Prizes were awarded and donated by Dimitri Timm, Dennis Spencer of Win Home Inspection, and Brooke Coleman of JCP-LGS Disclosures.

Making this day possible by sponsoring the event was Jen Nobles of Property ID, Thomas Brick of Nustart Home Inspection and MLS Listings, Inc. The Affiliate committee would like to acknowledge the efforts of Norma Milete who tirelessly toiled to make this event a resounding success. A special thank you to Dee Buckelew for selling raffle tickets! In all about 80 people gathered in the sunshine on the back patio of the Association and enjoyed live accordion music, cold drinks, great food, friendly competition, and good company! The Affiliate committee will host this event next year so start working on those shoulder muscles now and plan to come join us next October!



Please welcome Robin Magana to Old Republic Title, Santa Cruz County.

Robin has been working as an Account Executive for the past year on the Monterey Peninsula. She has been in the Real Estate industry for 7 years, working at David Lyng Real Estate for 6 of those years as South County Office Manager.

Robin has a bachelor’s degree in Speech Communications with a minor in Public Relations from San Jose State University. Robin believes that communication and relationships are the key to success in business.

Robin enjoys living in Santa Cruz where she can spend time riding bikes, cooking and spending time with friends and family.

## 5 E-Mails that Could Cost You at Work

Marsha Egan of Inbox Detox sent this Forbes article by Meghan Casserly that was also republished by Yahoo! and MSN, “[Recall! E-mail habits that could cost you at work.](#)”

She notes that work and business e-mails will not be forgiven or forgotten – that unlike conversations at the water cooler or over a cup of coffee, a badly considered work e-mail can go viral.

In fact, in the article is a link to a Forbes.com slideshow on 10 e-mails habits that send the wrong message. Could one of these cost you your job? Maybe ... yikes!

***What you think might be a good idea can easily be taken the wrong way***



# SCCAR - November 2011

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	 <a href="#">A Taste of Santa Cruz</a> 5:30 - 9 pm	4 <a href="#">Matrix Essentials</a> 10:-30-12 pm <a href="#">Mastering Matrix</a> 1-2:30 pm	5
6	7	SCAOHF Meeting 2:30 pm	Fundraising 1:15 pm	10	11 <b>Veteran's Day</b> <b>SCCAR Closed</b> <a href="#">NAR Convention</a> Anaheim, CA	12 <a href="#">NAR Convention</a> Anaheim, CA
13 <a href="#">NAR Convention</a> Anaheim, CA	14 <a href="#">Matrix Essentials</a> 10:-30-12 pm <a href="#">Mastering Matrix</a> 1-2:30 pm Events 11 am <a href="#">NAR Convention</a> Anaheim, CA	15 <b>Matrix Cutover!</b> Matrix <u>Basic</u> Survival Support: 9 am	16 <a href="#">zipForm® 6</a> <a href="#">Training .DRE</a> <a href="#">Credit</a> 12 - 3 pm zipForm 6	17	18 Board of Directors 8:30 am	19
20	21 Education Committee 9:30 am	22	23	24  <b>Happy Thanksgiving!</b> <b>SCCAR Closed</b>	25 <b>SCCAR Closed</b>	26
27	28	29	30 Budget & Finance 8:30 am			

## One Secure Location for All Transaction Documents

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