

# REALTOR®



## SCCAR HOLIDAY OPEN HOUSE

A Member Appreciation Event!

DECEMBER 12, 2019

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831-464-2000 or  
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# President's Message

## What a Ride!

### Seb Frey's Outgoing President's Message



*SCCAR President  
Seb Frey  
Realty World Virtuoso  
broker@RealtyVirtuoso.com*

I cannot believe that I'm sitting down to write my last column for the SCCAR Newsletter! The year has flown by incredibly quickly. My personal favorite holiday of the year is now right around the corner: New Year's Day, when my time as your SCCAR President will be up and President-Elect Morgan Lukina will take the reins.

Looking back, what do I appreciate most about having had the opportunity to serve as 2019 President of our Association? Certainly, it was an honor to have represented us all at the C.A.R. meetings held in Indian Wells, Sacramento, and Los Angeles, as well as the N.A.R. Annual conference in Washington, DC. Working with the county and city of Santa Cruz on the sewer lateral inspection ordinances was a real treat (cough cough), and welcoming dozens of our members up to Sacramento for Legislative Day is a highlight for sure. Having the opportunity to speak to new members on Orientation Day was also memorable, seeing the excitement and anticipation on the faces of new entrants to our industry.

Perhaps the biggest benefit of having been President is that I've gotten to know so many of our members on a deeper level. We really do have an extraordinary membership that cares greatly about serving their clients and community in ways large and small. The theme of my Presidency has been "Building Better Business" and I am proud to report that I've discovered so many of us do have our shoulders to the grindstone and are dedicated to doing just that.

As my time as President draws to a close, I'd like to invite each and every one of you to consider taking a more active role in our Association. Six years ago I began serving on the Local Government Relations committee, which led to service on the Grievance Committee, Professional Standards, Budget and Finance, the Board of Directors, service as President-Elect, and ultimately President. Service to our Association has been rewarding to me on so many levels and everyone I serve with finds value in the experience. Please consider taking a greater stake in the success of our organization by serving as a volunteer. Your Association needs you and the benefits of service far exceed the time required.

Thank you so much for allowing me the opportunity to serve you! It's been an honor and a privilege. Please join me in wishing Morgan all the best for her Presidency in 2020!

An advertisement for Allen Property Group, Inc. The top left features the company logo, a blue triangle with a white 'A' inside, followed by the text 'ALLEN PROPERTY GROUP, INC.'. To the right, it says 'COMMERCIAL REAL ESTATE SALES | LEASING | MANAGEMENT'. Below this, the text 'CAL BRE# 01843086' is visible. The main image is a photograph of a coastal town with colorful buildings built on a hillside overlooking the water. At the bottom of the image, the slogan 'Experience. Integrity. Results.' is written in a serif font, with 'Results.' in orange. At the very bottom, a blue bar contains the address and contact information: '347 Spreckels Drive | Aptos, CA 95003 | 831.688.5100 tel | 831.688.5102 fax | allenpginc.com'.

# 2020 Annual Dues Notice

Please be aware that your 2020 membership dues are being sent out the first week of November. Depending on your contact preference, you will either receive your invoice via mail or email. Payment is due on or before December 31, 2019 and by paying your dues \*online by this date, you will automatically be entered into our 2020 Dues Billing Contest. **The winner of this contest will win their SCCAR dues back!**

\*Only payments made online will be entered into the contest.



## PAY YOUR 2020 DUES ONLINE AND ENTER TO WIN!

Submit your 2020 SCCAR Dues renewal payment **online** by December 31, 2019 and you will be entered to win your local dues back! Payments eligible for entry must be made online received and cleared by this date.

The winner will be announced and awarded at our Installation & Awards luncheon on January 22, 2020!

### HOW TO PAY ONLINE:

Please visit our home page at [www.mysccar.org](http://www.mysccar.org) and click 'Register and Pay Online' to log into our secure web portal.

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# YOU'RE INVITED!

January 22, 2020  
11 AM - 2 PM

## Annual Installation Event

Please join us for our 2020 Installation & Awards Luncheon at the Scotts Valley Hilton honoring President Morgan Lukina, the incoming Officers and Directors and this year's award winners.

### Tickets

Ticket price is \$55 until January 1, 2020. \$65 after.  
To purchase tickets, visit [mysccar.org](http://mysccar.org) or complete the registration form on the reverse.

### Location

Hilton SC/SV, 6001 La Madrona Dr, Santa Cruz

Please view our cancellation policy at [www.mysccar.org/cancellation\\_policy](http://www.mysccar.org/cancellation_policy).

Sponsored by:



# SCCAR Recognizes our 2020 Mega Sponsors

We are thrilled to announce our 2020 Corporate Sponsor and SEMS (Special Event Mega Sponsorship) Sponsors whose contribution help support SCCAR! Welcome HomeGuard as our Corporate Sponsor and Jim Black, All Cal Financial and John Flaniken, Trade-In Real Estate who took advantage of our SEMS Package. We expect you will be seeing a lot of them.



## We're Committed to Local and Diverse Suppliers

At Kaiser Permanente, we want local economies to thrive. That's why we leverage our purchasing power to buy goods and services from local, small and diverse-owned businesses.

Kaiser Permanente spent almost \$2 billion with diverse suppliers last year. If you would like to raise your visibility for future procurement opportunities, register your business in our Supplier Portal today!



**REGISTER YOUR BUSINESS**

Go to [supplierdiversity.kp.org](https://supplierdiversity.kp.org)

# WELCOME

WE'RE GLAD YOU ARE HERE!

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# JOIN US IN THE SANTA CRUZ

# Holiday PARADE.



## Fun for the whole family!

Join SCCAR to walk in the annual Santa Cruz Downtown Holiday Parade. The parade is a fantastic community event, that includes wide variety of local organizations showing their pride for their town. Wear holiday gear, a REALTOR/office shirt, name tag, bring an open house sign or just come as you are! Please bring your family or clients, the more the merrier! Plan to be in town at 9:30 am and look for the SCCAR banner (near the SC Warriors stadium). RAIN or SHINE!



## SATURDAY, DECEMBER 7

## 10 AM - 12 PM

## Downtown Santa Cruz

Email [contact@mysccar.org](mailto:contact@mysccar.org)  
to participate!

## Bring your family or clients!





# Santa Cruz County Pro

An advanced educational series for Santa Cruz County REALTORS®  
Presented by the SCCAR Education Committee

**Early Bird Special!**  
**\$99 for Entire Series**  
(until 1/17/20)

Santa Cruz County Pro is designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County. Upon completion of this series you will have obtained advanced skills about the workings and nature of Santa Cruz County communities and earned your SCCP Certificate!

### What Attendees Are Saying...

"Wow what a great series! I recommend this series for any part-time or full time Realtor. Great topics and lovely teachers! *Sheila Feddema, Broker, REALTOR®*

- "Well organized. Wonderfully informative. Well worth the time." - *Mike Young, REALTOR®, Broker Associate, MBA, SFR, CDPE, HAFP*

- "The SCCP series of educational courses for REALTORS® has been fantastic this year! I have learned so many new things about Santa Cruz County! *Ruth Bates, REALTOR®, Broker Associate & MBA*

### 2020 Schedule\*

All seminars are held on a Friday from 9:30 am - 12:30 pm unless stated otherwise.

**Course 1:** January 24, *History & Culture*

**Course 2:** February 28, *Land Use*

**Course 3:** March 27, *Coastal Commission*

**Course 4:** April 24, *All About ADU's*

**Course 5:** May 22, *Water Resources*

**Course 6:** June 26, *Affordable Housing*

**Course 7:** September 25, *City & County Schools*

**Course 8:** October 16, *Geology, Biology, and Climate*

**Course 9:** November 13, *Upcoming County Projects*

\*Seven of the nine classes need to be completed to earn your certification. Order of classes is subject to change.

- Early bird offer: **\$99 for the entire series**     After 1/17/2020 \$159 for entire series     Individual classes: \$20 each

Register online at [www.mysccar.org/sccp](http://www.mysccar.org/sccp), fax completed form to 831-464-2881 or call 831-464-2000.

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Account #: \_\_\_\_\_ Exp.Date: \_\_\_\_\_ Zip: \_\_\_\_\_

SCCAR Cancellation Policy: Reservations for courses requiring payment will not be processed until payment is received. If you must cancel or reschedule your reservation, a full refund will be issued if notification is received, by email or in writing (not by telephone), 1 business day prior to class. SCCAR reserves the right to cancel or reschedule any course. If cancellation occurs, SCCAR will issue a full refund. In the event of rescheduling, SCCAR will send immediate notification and transfer all reservations (including payments) to the new date. To cancel/reschedule send email to: [education@mysccar.org](mailto:education@mysccar.org).

# NOVEMBER/DECEMBER EDUCATION CALENDAR

Friday, NOV 8, 2019

MLSListings: Required Training

9:00 am - 11:00 am

SCCAR Office, 2525 Main St., Soquel, CA

Instructor(s): Mark Messimer, MLS Listings, Inc.

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

Friday, NOV 8, 2019

Tax Records: Realist

1 - 2:30 PM

SCCAR Office, 2525 Main St., Soquel, CA 95073

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLS Listings, Inc.

Savvy home buyers and sellers can easily tell when an agent is prepared and wants their business. Public records are powerful tools in learning as much as possible about a property. Realist is a public records database that seamlessly works with the MLSListings platform to provide in-depth property and ownership data, market information, and much more! Learn how to interpret the rich data that is available to you to boost your competitive advantage.

Wednesday, NOV 13, 2019

Matrix 301: Advanced Skills and Knowledge

1 - 2:30 PM

SCCAR office, 2525 Main St., Soquel

Cost: Free with RSVP

Tap into Matrix's advanced search capabilities for advanced data filtering. Create map templates for more accurate neighborhood analytics and school-specific zones. Create search templates and produce one-click, up-to-the-minute Open House and Broker Tour reports..

Wednesday, NOV 13, 2019

How do I: Find and Build Statistics

10 - 11:30 am

SCCAR office, 2525 Main St., Soquel

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLS Listings, Inc.

Market intelligence is defined as the information relevant to a company's business environment, gathered and analyzed specifically for the purpose of accurate and confident decision-making. Clients look to you to be the market expert. This course will show you how to mine rich MLS data to gather and be able to present insight into market conditions.

Friday, NOV 22, 2019

SCCP: Upcoming County Projects

9:30 am - 12 pm

SCCAR Office, 2525 Main St., Soquel, CA

Cost: \$20 for SCCAR Members and \$40 for Non-members.

Instructor(s): Barbara Mason Economic Development Coordinator County of Santa Cruz

The final class in our Santa Cruz County Pro (SCCP) series of presentations designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County.

Topics to be covered: > Major projects on the table > Planning obstacles facing builders > “Historical Registry” and how it can affect a property > Solutions to red tags and un-permitted structures > Biggest hurdles working with county/city planning/building depts. Sponsored by: Blue Adobe Mortgage

Wednesday, DEC 4, 2019

First Class: A Required Training Course for New MLS Subscribers

9:00 am - 11:00 am

SCCAR office, 2525 Main St., Soquel

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

Wednesday, DEC 4, 2019

Matrix 201: Beyond the Basics

1 - 2:30 PM

SCCAR office, 2525 Main St., Soquel

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

Build upon the skills learned in the Essentials class with a focus on searching with maps, customizing data results to meet your specific needs, and communicating your findings to your client. Learn to customize your dashboard, update saved searches and auto emails, utilize the map features to see boundary layers according to zip code, city lines, school districts and attendance zones, and MLS areas. This intermediate-level course advances your search and report skills and allows you to better service your clients' unique needs for property data.

Friday, DEC 13, 2019

How Do I: Utilize the MLS Toolset

10 - 11:30 AM

SCCAR Office, 2525 Main St., Soquel, CA

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

Utilize your current toolset by getting assistance with any product! This question and answer workshop encourages agents to drill down to their exact tool issue and get it resolved quickly, on the spot if possible. Listen to other agent issues and learn about new tool strategies and applications. Even if you don't have any of your own tool-related questions, attend the class and gain insight into different approaches.

Friday, DEC 13, 2019

How Do I: Determine a CMA Value (Matrix)

1 - 2:30 PM

SCCAR Office, 2525 Main St., Soquel, CA 95073

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLS Listings, Inc.

MLSListings offers our subscriber community a variety of comparative market analysis (CMA) products. Some are easy and quick. Others are more complex but extremely information-rich. This course dives into several of our primary CMA product offerings, highlighting the features and benefits of each one.

**Register for classes online at [www.mysccar.org](http://www.mysccar.org) or call SCCAR at 831-464-2000.**

Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

# YOU'RE INVITED!

## *SCCAR Holiday Open House*

**Thursday, December 12, 2019 | 4 - 6 PM**

*The Santa Cruz County Association of REALTORS® cordially invites you to our annual member appreciation event.*

**Please join us for holiday festivities, Hors d'oeuvres, wine & soft drinks and some holiday cheer!**

**RSVP online [www.sccar.org](http://www.sccar.org), email [contact@mysccar.org](mailto:contact@mysccar.org) or call 831-464-2000**



# Are You Ready for What 2020 Will

2019 has been quite a year for us at GeoDisclosure. Business has been strong. Home sales have been strong. We learned more about Sewer Laterals than we probably ever wanted to know. There have been reoccurring and contentious rent control proposals from the City of Santa Cruz. We have experienced PG&E's new Public Safety Power Shutoffs, and to top it off, a few good-sized earthquakes have been rattling us lately! Are you ready for what 2020 will bring?

**PG&E's heavy-handed tree hacks and Public Safety Power Shutoffs:** Wildfires have been the topic of discussion these days, especially since PG&E has been warning us to prepare for the recently implemented program: the "Public Safety Power Shutoff." This is their solution for aging distribution lines that come into contact with trees during high-wind events, which was the most prevalent cause of the 2017 and 2018 wildfires. More than 1.6 million acres burned and 100 lives were lost in 2018 alone. Even with their good intentions, PG&E got a lot wrong with the last outage, which affected almost a million customers across the state. Outages appeared to be somewhat random and uncoordinated. Power was cut where there was no wind. It did not go out in places where there was strong wind. And outage information was scant. Some estimates have placed a price tag of the electrical outages on the California economy at close to \$2.5 billion. PG&E is warning their customers that outages are likely to continue for at least another 10 years until they can upgrade and modernize their grid.

**So the question is: are you prepared for the next power outage?** Or for that matter, a disaster? If you did not receive notifications prior to the outage then register with Code Red for text alerts - here is a link: <http://www.SCR911.org>. Those of you who did not think about your pet, or having gas in the car, batteries for your flashlights, or how to deal with the many other inconveniences that occur when the power goes out, have now had a trial run for a real disaster.

Santa Cruz County is about 75% wildfire country and unfortunately we are currently experiencing a shortage of fire fighters and equipment (fire trucks) in the County. Do your part in preparing your properties against wildfires. Guide lines for preparing for wildfires and other disasters can be found on our website at [www.geodisclosure.com](http://www.geodisclosure.com).

And while on the subject of disasters, the 30th year anniversary of Loma Prieta just passed: are you ready for the next "Big One"? Earthquake predictions by seismologists coupled with the tremblors we've recently experienced suggest that the "Big One" may be just around the corner. Don't be caught unprepared!

These are not the best subjects for putting you in a holiday mood, but think of it this way: if you prepare for a disaster like you do for the holidays, things should end up so much better than they would otherwise. In closing, I want to remind you that GeoDisclosure is here to provide you with the clearest and best information. We are the only local NHD Company that's been in business for over 20 years, we know the lay of the land, and what it takes for you to have a stress-free, successful transaction.

***We wish you and your family a healthy, happy, safe, and successful New Year in 2020!***  
***Chris Gordon and the GeoDisclosure Team***



# What Does AB-1482 aka “Rent Cap Bill” Mean To Your Clients?



Victor Gomez  
SCCAR Govt. Affairs Director  
gad@mysccar.org

Recently, the California State legislature passed AB 1482, also known as the statewide “rent cap bill.” We now know what to expect when Governor Newsom signs the bill. In short, the law will make it harder to evict a tenant after they have resided in the property for 12 months and it will cap rent increases between 5% and 10%, depending on regional CPI.

## **However, not all residential properties will be subject to the law.**

The bill excludes most single-family, duplex and new residential construction. The following single family homes and condos are exempt from the bill if:

- Tenants have received notice of the exemption and,
- The owner is not a REIT, corporation, or LLC owned wholly or in part by a corporation
- Homes built within the last 15 years
- Owner-occupied duplexes
- Owner-occupied single-family homes where two or fewer rooms are rented out (exempt from just cause but not rent cap)
- Government assisted housing

Rent increase of non-exempt properties will be capped at 5% plus inflation, but not to exceed 10% total. It would prohibit a landlord from increasing the gross rental rate more than 5% plus the then current inflation rate (California CPI is approximately 2.8%), or 10%, whichever is lower for the immediately preceding 12 months. Further, the bill would prohibit the landlord from increasing the gross rental rate for the unit in more than two increments over any 12-month period. As stated above, the bill would generally exempt single-family dwellings, owner occupied duplexes, and condos. The rent cap would retroactively apply to all rent increases occurring on or after March 15, 2019.



## Eviction from non-exempt rental properties can only happen with “Just Cause”.

The bill would prohibit an owner of non-exempt property from terminating a tenancy without “just cause” after the tenant has occupied the property for 12 months. A “just cause” eviction would stem from a scenario where the tenant breached of the rental agreement, or became a nuisance, giving cause for removal. The law would leave open the opportunity for a landlord to evict a tenant in the limited case where the landlord 1) planned to move into the property, 2) sell the property to someone who intends to live there, or 3) substantially remodel the property so that tenancy during construction is impossible. For these terminations, the owner will be required to assist with the tenant’s relocation cost by providing a direct payment of one month’s rent to the tenant or by waiving in writing the payment of rent for the final month of the tenancy, prior to that payment coming due.

Finally, the law would leave in place any local ordinance that provides a higher level of protection to tenants than this state-wide law does. In those cases, the local ordinance would supersede state law.



Information provided by C.A.R.

### What do I need to provide to my tenants?

CAR’s new “Rent Cap and Just Cause Addendum” (Form RCJC) – available in December pending approval of the Standard Forms Advisory Committee.

### When do I provide it?

It needs to be provided by January 1, 2020.

### My tenant is month to month. Does that matter?

Yes. For month to month tenants, the addendum should be incorporated into the rental agreement by providing a notice in change in terms of tenancy. Use Form “Notice of Change in Terms of Tenancy” (Form CTT).

### What about leases?

If your tenant is on a lease, then you’ll provide the addendum as a stand-alone notice.

### What needs to be done for new or renewed tenants?

For all tenants signing a new lease or rental agreement or a renewed lease or rental agreement after January 1, 2020, the addendum must be included.

### Where can I find more information?

Download the full quick guide and other information at:  
<https://www.car.org/riskmanagement/tools/tenantprotectionact>

## Santa Cruz County Housing Statistics

| September 2019: 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   | 38         | 115        | 18         | 50        | \$1,390,933       | \$1,160,000       | \$595          | 97%          | \$25,036,807         | 2,077             | 13,775           | 5.7                 |
| Ben Lomond  | 8          | 24         | 8          | 47        | \$720,812         | \$756,250         | \$500          | 100%         | \$5,766,500          | 1,499             | 30,340           | 3.6                 |
| Boulder Creek   | 22         | 43         | 21         | 78        | \$598,785         | \$650,000         | \$449          | 98%          | \$12,574,500         | 1,432             | 120,761          | 2.5                 |
| Brookdale   | 2          | 4          | 3          | 58        | \$661,316         | \$663,800         | \$432          | 101%         | \$1,983,950          | 1,525             | 22,593           | 2                   |
| Capitola  | 6          | 21         | 5          | 27        | \$1,409,600       | \$1,060,000       | \$949          | 97%          | \$7,048,000          | 1,584             | 4,159            | 3.7                 |
| Corralitos  | 1          | 6          | 0          |           |                   |                   |                |              |                      |                   |                  |                     |
| Davenport   | 1          | 6          | 1          | 332       | \$258,600         | \$258,600         | \$539          | 94%          | \$258,600            | 480               | 426,365          | 9                   |
| Felton  | 15         | 30         | 14         | 26        | \$617,929         | \$644,500         | \$499          | 103%         | \$8,651,010          | 1,264             | 13,606           | 2.9                 |
| Freedom   | 1          | 2          | 1          | 10        | \$512,000         | \$512,000         | \$452          | 103%         | \$512,000            | 1,132             | 4,312            | 3                   |
| La Selva Beach  | 3          | 12         | 1          | 8         | \$1,256,960       | \$1,256,960       | \$442          | 97%          | \$1,256,960          | 2,842             | 33,846           | 12                  |
| LOS GATOS   | 3          | 17         | 2          | 136       | \$847,500         | \$847,500         | \$523          | 95%          | \$1,695,000          | 1,436             | 111,950          | 7.3                 |
| Mount Hermon  | 1          | 2          | 0          |           |                   |                   |                |              |                      |                   |                  |                     |
| Santa Cruz  | 48         | 149        | 53         | 57        | \$1,192,629       | \$985,000         | \$619          | 97%          | \$63,209,363         | 1,966             | 38,991           | 2.7                 |
| Scotts Valley   | 16         | 40         | 5          | 42        | \$838,265         | \$765,000         | \$601          | 95%          | \$4,191,327          | 1,542             | 41,539           | 3.4                 |
| Soquel  | 8          | 39         | 1          | 9         | \$1,195,000       | \$1,195,000       | \$527          | 100%         | \$1,195,000          | 2,269             | 15,638           | 6.2                 |
| Watsonville   | 20         | 67         | 19         | 58        | \$581,441         | \$495,000         | \$399          | 99%          | \$11,047,380         | 1,301             | 13,714           | 4                   |
| <b>Summary</b>  | <b>193</b> | <b>577</b> | <b>152</b> | <b>67</b> | <b>\$ 862,984</b> | <b>\$760,625</b>  | <b>\$512</b>   | <b>98.3%</b> | <b>\$144,426,397</b> | <b>1,596</b>      | <b>63,685</b>    | <b>4.9</b>          |

| September 2019: 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   | 10        | 27         | 13        | 51        | \$738,923        | \$705,000         | \$550          | 99%         | \$9,606,000          | 1,308             | 1,244            | 2.8                 |
| Boulder Creek   | 3         | 6          | 0         |           |                  |                   |                |             |                      |                   |                  |                     |
| Capitola  | 7         | 16         | 3         | 35        | \$600,000        | \$565,000         | \$536          | 102%        | \$1,800,000          | 1,085             | 857              | 2.7                 |
| Freedom   | 1         | 1          | 0         |           |                  |                   |                |             |                      |                   |                  |                     |
| La Selva Beach  | 0         | 2          | 0         |           |                  |                   |                |             |                      |                   |                  |                     |
| Santa Cruz  | 12        | 37         | 13        | 42        | \$581,730        | \$587,500         | \$550          | 99%         | \$7,562,500          | 1,095             | 1,223            | 2.5                 |
| Scotts Valley   | 4         | 7          | 3         | 46        | \$630,333        | \$710,000         | \$489          | 98%         | \$1,891,000          | 1,252             | 1,423            | 2.6                 |
| Soquel  | 2         | 2          | 1         | 63        | \$650,000        | \$650,000         | \$443          | 98%         | \$650,000            | 1,466             | 1,394            | 6                   |
| Watsonville   | 4         | 12         | 5         | 27        | \$398,200        | \$465,000         | \$356          | 101%        | \$1,991,000          | 1,118             | 880              | 2.8                 |
| <b>Summary</b>  | <b>43</b> | <b>110</b> | <b>38</b> | <b>44</b> | <b>\$599,864</b> | <b>\$618,750</b>  | <b>\$513</b>   | <b>100%</b> | <b>\$ 23,500,500</b> | <b>1,221</b>      | <b>1,170</b>     | <b>3.2</b>          |

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

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# NOVEMBER 2019

| Sun | Mon   | Tue | Wed   | Thu   | Fri  | Sat |
|-----|---|-----|---|---|--|-----|
|     |  |     |   | Tour Marketing Meeting 8:30 - 9 am                              | 1<br>Local Govt. Relations Meeting 8:30 am                         | 2   |
| 3   |   |     | 6   | 7<br>Tour Marketing Meeting 8:30 - 9 am                         | 8<br>MLS Required Training 9:00 am<br>Tax Records: Realist 1:00 pm | 9   |
| 10  | 11<br>SCCAR Closed  | 12  | 13<br>Matrix 301 - 1 pm<br>How to Find & Build Statistics 10 am | 14<br>Tour Marketing Meeting 8:30 - 9 am                        | 15<br>New Member Orientation 8:30 am<br>Board of Directors 8:30 am | 16  |
| 17  | 18  | 19  | 20<br>Education Committee 9:30 am                               | 21<br>Tour Marketing Meeting 8:30 - 9 am<br>Movie Night 5:30 pm | 22<br>SCCP: Upcoming County Projects 9:30 am                       | 23  |
| 24  | 25  | 26  | 27  | 28<br>SCCAR Closed<br>No Tour                                   | 29<br>SCCAR Closed   | 30  |

← NAR in San Francisco, CA →

# DECEMBER 2019

| Sun | Mon   | Tue                | Wed  | Thu  | Fri   | Sat                             |
|-----|---|--------------------|--|--|---|---------------------------------|
| 1   |  |                    | 4<br>MLS Required Training 9 am<br>Matrix 201 1 pm | 5<br>Tour Marketing Meeting 8:30 - 9 am  | 6<br>Local Govt. Relations Meeting 8:30 am  | 7<br>Santa Cruz Holiday Parade! |
| 8   |   |                    | 11<br>Education Committee 9:30 am                  | 12<br>Tour Marketing Meeting 8:30 - 9 am<br>Holiday Open House 4 pm  | 13<br>Board of Directors 8:30 am<br>How to Determine a CMA 10 am<br>How to Utilize the MLS Toolset 1 pm | 14                              |
| 15  | 16  | 17                 | 18   | 19<br>Tour Marketing Meeting 8:30 - 9 am   | 20  | 21                              |
| 22  | 23  | 24<br>SCCAR Closed | 25<br>SCCAR Closed                                 | 26<br>No Tour  | 27  | 28                              |
| 29  | 30  | 31<br>SCCAR Closed |  |  |   |                                 |