

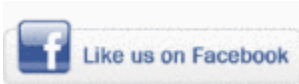
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January 25, 2017

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



### Know How New Laws will Affect Your Transactions

Join us for a Real Estate Legal Update and get all of your critical updates on new laws and legislation affecting transactions such as dual agency, disclosure on mixed use, fiduciary duty to Buyer's agent and liability for remarks on the MLS. Register early to save \$\$, price goes up at the door! Event date is Monday, February 13, 9 - 11:30 am, Seascape Golf Club. [Register here.](#)



GeoDisclosure Order a report

Order a virtual tour tourfactory

### Valentine's Day Soiree & Gift Sale

Enjoy wine & chocolate while shopping for your Valentine! Fabulous items from local vendors will be on hand for your shopping pleasure. Ticket price is \$10 and includes a glass of wine and samples of Lula's gourmet chocolate. Join in our raffle to win sweet prizes! Event date is Friday, February 10, 3 - 5 pm at SCCAR. [RSVP today!](#)



### Lunch and Learn: 1031 Tax Deferred Exchanges

Learn everything you need to know about how 1031 exchanges work and how to recognize an exchange opportunity. Registration fee includes lunch provided by Ron Ricard, IPX1031. Course date, Wednesday, February 1, 11:30 am - 1pm at SCCAR. [Register here](#)

## Video Marketing & Messaging

Take your marketing plan to the next level and learn the benefits of video messaging, how to use video for marketing and to get more listings, tools of the trade and much more. Course date is Wednesday, February 8, 11:30 am - 1:30 pm and includes lunch provided by Sean Herrero, Commerce Home Mtg.

[Register here](#)

## Latest MVP Offer!

Download or purchase a product from the REALTOR® Store and earn a FREE "Define Your Niche and Ditch Your Door Knocking Strategy Webinar" digital download and a chance to win a \$50 gift certificate. Offer good through January 31, 2017. [Act Now](#)

## Vision Plans For Members

The Benefits Store offers [2 Major Vision Plan Types](#) that offer regular vision care programs. They are:

- A Preferred Provider Insurance program that allows you to select any provider
- A Network Provider Program for additional savings for remaining in the network

[Contact](#) the Benefits Store at 800-446-2663 or [www.benefitsstore.com](http://www.benefitsstore.com) for additional information.

## Valentine's Tour

SCCAR is celebrating Valentine's Day early at our tour on February 9th! Dress in your favorite shade of red or pink (themed accoutrement always welcome) and be entered to win sweet prizes - cash and candy! See you at 8:30 at our office.

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