

# SCCAR eScoop

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## Twitter, Google+, Pinterest... *Gain Your Marketing Advantage With Social Media Times 3!*

Learn how these 3 social media networks can help REALTORS® gain a marketing advantage. This course will give you an overview of these networks and their key features, time saving tips and examples of how REALTORS® are using these networks successfully.



**Next Wednesday, June 6, 9:30 - 10:30 AM**

SCCAR Office

Instructor: Karen Kefauver, Social Media Consultant

**\$10 SCCAR Members in advance,**

\$15 SCCAR Members at the door

To register, [download](#) and complete a course flier or call 831-464-2000.

**Real Estate Professionals!**

You are invited to a Happy Hour Open House at OfficeClub

Friday, June 1st, 2 - 5 PM  
1840 41st Ave., Suite 205

Click for details

**OfficeClub**  
A SWEET WAY TO DO BUSINESS

## Be a Winner at Tomorrow's Tour!

The Tour Real Estate and Marketing meetings offer you the opportunity to network with fellow members, hear the latest tidbits related to your industry, market your listings and hear a one minute mortgage update...all within 30 minutes! **Every week you also get a chance to participate in our new new drawing that guarantees a winner!**



Program includes coffee and a snack to get your morning started. Thank you to this week sponsor (see ad above) *Frank De Bernardo, OfficeClub*

**LOCAL HOP N' BARLEY**

**BEER & BBQ FESTIVAL**

SKY PARK SOUTH VALLEY

**JUNE 30, 2012**

OVER 100 DIFFERENT BEERS  
BUY TICKETS ONLINE

Let's Get Social



Be sure to 'like' our new [facebook page](#), it's easy!

SCCAR On The Go!

[Download](#) our Free Mobile App

## Proposed Safeway Expansion Presentation

Safeway Corp has hired Charlie Eadie of Hamilton Swift Land Consultants to conduct some public meetings concerning the soon to be proposed Safeway Redevelopment in Aptos. The SCCAR Local Government Relations Committee has asked for a presentation and Q & A opportunity.



### Upcoming Education

**6/6/2012**  
[Twitter, Google+ & Pinterest](#)

**6/8/2012**  
[Matrix Training](#)

To sign up online and for a complete list of classes, [click here](#).



Learn how you can become a [Signature Affiliate!](#)

### Upcoming Events

**5/31/2012**  
[Tour & Marketing Meeting](#)

**6/15/2012**  
[SCCAR's General Membership Meeting & Election](#)



[It Matters to Homeownership!](#)

**SCCAR Office Hours:**  
**8 AM - 4:30 PM**  
**Mon. - Fri.**  
2525 Main St.,  
Soquel, CA

Ph: 831-464-2000

This is scheduled for Friday, June 1, 2012 at 8:30 AM sharp in the SCCAR Seminar Room.

Dale Fendorf, Chair of LGR, would like to invite interested SCCAR members to also attend. Please RSVP to Christine Lopes, [christine@mysccar.org](mailto:christine@mysccar.org) or 831-464-2000.

## Get up to Date and Cast Your Vote

Cast your vote for the [2013 SCCAR Officers and Directors](#) and get up to date on what's happening at C.A.R., SCCAR and hear a legal update! Breakfast will be provided.



Our annual election and membership meeting is scheduled at SCCAR for **Friday, June 15, 2012 at 8:30 am.**

To make your reservation, click [here](#) to download a reservation form or call 831-464-2000. Complete details about this event can be found [here](#).

This event is free; however, a credit card is required to hold your seat. Breakfast reservations must be made by June 11, 2012.

*All members are welcome to attend, but only REALTOR® members can vote in the election.*

## MLS Matrix & CMA Training

MLS Listings will be onsite to teach you how to get the most out of your MLS search and CMA application. All three classes are free but do require a reservation.



**Matrix Essentials**  
Friday, June 8, 10:30 - 12pm

**Mastering Matrix**  
Friday, June 8, 1-2:30 pm

**MLS CMA**  
Wednesday, June 27, 10:30 am - 12 pm

To register call 831-464-2000 or send an [email](#) to Leslie Flint.

If you are unable to open any of the links visit our website at [www.mysccar.org](http://www.mysccar.org), call Andrea Harbert at 831-464-2000 or send an email to [andrea@mysccar.org](mailto:andrea@mysccar.org)

Fax: 831-464-2881  
[www.mysccar.org](http://www.mysccar.org)

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