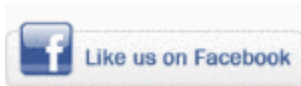


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October 18, 2017



THIS FRIDAY! Quadruple Industry Update with Lunch & Dessert!

Enjoy an afternoon of great info and good eats at our Membership Meeting and Committee Exhibit on Friday, Oct. 20, 2017, 11:30 AM. Information presented will include an MLS systems update, C.A.R. & SCCAR update and a legal update. Immediately following will be our Committee exhibit where each committee will show off what their group does in a fun and creative way. **All of this is free!** There will also be door prizes! [Seats still available!](#)

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Nomination Deadline Looming

It's time to nominate your favorite outstanding REALTOR or Affiliate for our "Best Of" Annual

Awards! The winner will be honored at our annual Installation event on January 24. Deadline for submission is October 20! Click here to a [fillable pdf](#) form.

Mediation for "Uncomfortable" Situations

Conflicts are inevitable in real estate. They can include anything from disputes over boundary lines, to landlord tenant issues, to misunderstandings about a sales transaction. Mediation is an option included in our contracts, and it also can be useful in a wide range of disagreements. Learn everything you need to know about mediation and give you tools to diffuse uncomfortable situations on Wed., October 25, 10 am at SCCAR, \$10 in advance. [Register here](#)



You're Invited to a Wine Walk

Taste your way through five fabulous local wineries with friends, business partners, coworkers or clients...all are welcome! Join us at the Swift Street Courtyard on Wednesday, October 25, 4 - 6 PM and use your Santa Cruz Mountains Winegrowers Association Passport for free tastings! You may also buy a Passport at a discount or simply pay for the individual tastings. The theme is Hawaiian so bring your aloha spirit! [More information](#)



How to Build Your Social Media Presence

Real estate evangelist for Sereno Group, **Alex Wang**, will share how he reached \$100M in sales in 2016 by focusing on his online presence. Class date is Tuesday, October 24, 11:30 AM. Registration fee is \$15 for members. [Register here](#)

MLS Matrix Training Next Week

Learn how to use the REALIST application to access public records and obtain detailed ownership, transaction and property characteristics information in [Public Records Search](#) on Monday, October 23 at 10 AM. On Tuesday, October 24, learn how to bend Matrix to your will in [Matrix 201](#) at 10 AM and return at 1 PM to learn the structure of the MLSListings [Listing Management](#) input wizard. **Classes are free with RSVP!**

What's in Store for 2018?

Did you miss the forecast luncheon last Thursday at the C.A.R. EXPO? Here's your second chance. C.A.R. Chief Economist, Leslie Appleton-Young, will give an update on the current

housing market conditions and provide a forecast for the upcoming year via a webinar on Thursday, October 26 . [Register here](#)

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