

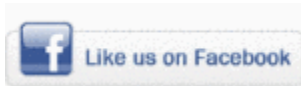
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November 10, 2016

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



The SCCAR office will be closed Friday, November 11 and Monday, November 14. We will re-open Tuesday, November 15 at 8 am.

### A Taste of Santa Cruz is Tonight!

The culinary extravaganza fundraiser of the year is tonight Thursday, November 10, 2016 at the Coconut Grove. Tickets are \$40 in advance (\$50 at the door). Pick yours up online at [www.atosc.com](http://www.atosc.com) or at our office (2525 Main St., Soquel). *Your ticket gets you unlimited tasty samples!*



GeoDisclosure Order a report

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### Covered California "Road Map"

Roger Smith, President of The Benefits Store, will be at SCCAR Tuesday, November 15, 2016 at 2 pm to present a road map for this program and answer questions many still have about this process. The presentation is approximately 20 minutes with plenty of time for Q & A. This is a free presentation for SCCAR members. Please RSVP to 831-464-2000. [Read more](#)

### Membership Dues Notice

Please be aware that your 2017 membership dues were either mailed or emailed (depending on your preference) last week. Payment is due on or before December 30, 2016. After this date late fees may apply. Your dues include local (SCCAR), state (C.A.R.) and national (NAR) fees and give you access to all the benefits these three organizations have to offer. Dues may be paid [online](#) or faxed to 831-464-2000.



### **Two Chances to Win When Paying Dues!**

By paying your dues \*online by the December 30, 2016 deadline you will automatically be entered into our 2016 Local Dues Billing Contest. If you contribute an additional \$49 or \$148 to RAF (REALTOR Action Fund) you will also be entered to win a Visa gift card valued at \$230! [Pay dues online now](#)

### **Social Media: Why You Must Use Facebook Ads & Video in 2017**

Learn why in our social media training for REALTORS® class with specific focus on Facebook and Instagram and brief coverage of LinkedIn and Snapchat. Class date is Wednesday, November 16 at 11:30 am. [Read more](#)

### **Be Sure You Know Your Disclosures!**

This class will provide a review of some of the disclosures and addendums that are included with the purchase contract and answer: how do I protect my buyer when writing a contingent offer? when do I use a counter offer and when do I use an addendum?, what does a multiple counter offer say?, and much more! Class date: Monday, December 5, 9 am – 12 pm. [Read more](#)

### **Market Intelligence Reports (MLS)**

Matrix has a variety of tools available to build statistical analysis of local market conditions. On Tuesday, November 15 at 1 pm, you will learn how to build and publish charts, tables and graphs for client presentations and posting to social media. Free training for SCCAR members! [Read more](#)

### **An Overview of the CA Housing Market Webinar**

Join the C.A.R. Research and Economics department as they share with you the latest findings of the Annual Housing Market Survey. This session will give you insights on behaviors of home buyers and home sellers, and discuss trends of mortgage finance under the current housing conditions. Webinar date: Friday, November 18, 2 pm PST. [Register here](#)

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