

REALTOR[®]

Your local association news source



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KEY BILLING NOTICE

Key bills are being sent out at the end of March with a due date of April 30.

PRESIDENT'S MESSAGE

ARE YOU ALL IN ON RAF?

One of my three points of focus this year is contribution. One of our most potent opportunities for contribution is the REALTOR[®] Action Fund or RAF.

If you are not familiar with RAF, I will take this opportunity to share some of the reasons contributing to the REALTOR[®] Action Fund is important and how we all benefit from all the work our local, state and national associations do on our behalf.

As REALTORS[®] we benefit from the tools and resources provided by our local Santa Cruz County Association of REALTORS[®], C.A.R. and NAR. Last year these benefits included dealing with the fallout from

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Pete Cullen
2021 SCCAR President
Bailey Properties

Your REALTOR® Action Fund Dollars at Work!

SCCAR, through government affairs staff and committed REALTOR® members, has well-connected, politically astute individuals working hard to ensure that issues affecting our industry are addressed in a manner that will benefit our community. Much of the work we do involves building and maintaining strong relationships with public-sector officials so the flow of information between us and them is constant, comprehensive and trusted. Below is some of the work your RAF funds allowed us to make happen this year.

Public Policy

We constantly monitor policy issues throughout our various jurisdictions to educate ourselves, our members and local public officials about the impact policy decisions have on the real estate industry. Here is an abridged list of topics addressed during 2020:

- General Plan Update (Scotts Valley)
- Housing Element Compliance
- Residential Entitlements Advocacy
- Modifications to Help REALTORS
- City of Santa Cruz Rental Registry Opposition
- County and Watsonville Sewer Lateral Ordinance Updates
- COVID-19 Shelter in Place
- Eviction Moratorium Opposition Advocacy
- Loosening ADU Restrictions

Member Engagement/Education

An extremely important component of our work is how it is communicated back to you. We constantly strive to keep all information up-to-date under the “Advocacy” section of our website. Additionally, we send out government affairs-related articles through our weekly Local Government Watch, SCCAR newsletter and weekly eScoop. Lastly, each year we host our “Mayors’ Breakfast” which serves as a key opportunity for members to engage with local government leadership.

Help protect your livelihood by contributing to the REALTOR® Action Fund

<https://www.car.org/advocacy/PACSnRAF/raf>

Government Relations

Over the past year, we have met face-to-face with the following (partial list) to communicate REALTOR® views with both our state and local representatives:

- Mayor Rebecca Garcia, Watsonville*
- Councilmember Derek Timm, Scotts Valley*
- Carlos Landaverry, Watsonville Housing Dept.*
- Guy Preston, SCCRTC*
- Mayor Justin Cummings, City of Santa Cruz*
- Mayor Kristen Petersen, Capitola*
- Supervisor Ryan Coonerty*
- Supervisor John Leopold*
- Assemblymember Robert Rivas*
- Assemblymember Mark Stone*
- Senator Bill Monning*
- Councilmember Donna Meyers, City of Santa Cruz*
- Lee Butler, City of Santa Cruz Planning/Building*
- Mayor Randy Johnson, Scotts Valley*



President’s Message Cont’d

the pandemic by ensuring that we were classified as an essential business and helping us navigate a rapidly changing and uncertain business environment so that we could continue to serve our clients effectively. RAF gives our local, state and national associations the resources they need to advocate for us as REALTORS® and to promote and support private property rights. One recent example of this advocacy was ensuring that we did not lose our independent contractor status and be classified as employees. Another example of these resources being put to good use is the recent passage of Prop 19 which has the potential for freeing up housing inventory and helping give homeowners more choices when it comes to selling their homes and relocating to other areas of the state.

I suggest one question which I believe merits your serious consideration, how have you benefited from being a REALTOR® and being part of this remarkable professional community?

My encouragement to all our membership is to contribute to the REALTOR® Action Fund at the full \$148 “True Cost of Doing Business” level or more and help your local, state and national associations help you and your business thrive! Added bonus, contributing at this level gains you entry into our Centennial Club!

For more information on RAF and how to contribute, please follow this link <https://www.car.org/advocacy/PACSnRAF/raf>

Help for First Time Homebuyers

Thank you to everyone who helped us raise \$35,000 for our 2020 Grant Fundraising Campaign. We want to remind you about the programs that those generous donations help fund. SCCARHF currently offers our Closing Cost Assistance Grant program which offers \$2,500 toward closing costs for qualified households. Additionally, we offer a program specific to our local heroes our Community Heroes Grant offering \$2,500 towards closing cost expenses. Your donations help make these programs possible, and help those in need in our community. To learn more please visit www.sccarhf.org or contact us at info@mysccar.org





2021 CENTENNIAL CLUB MEMBERS

Thank you to our Centennial Club members whose generous support helps us protect private property rights and your ability to do business.

Fred Antaki, Main Street REALTORS
 Joseph Bailey, Bailey Properties, Inc.
 Lisa Bailey, Bailey Properties, Inc.
 Nick Bailey, Bailey Properties, Inc.
 Paul Bailey, Bailey Properties, Inc.
 Robert Bailey, Bailey Properties, Inc.
 Candace Bradfield, Bradfield & Assoc.
 William Brooks, Brooks Properties
 Judy Brose, Century 21 MM
 Gina Carling, David Lyng Real Estate
 Frank Claiborne, Century 21 MM
 Peter Cook, Lighthouse Realty
 Pete Cullen, Bailey Properties, Inc.
 Pamela Easton, Century 21 MM
 John Flaniken, Trade-In Real Estate
 Sebastian Frey, Compass
 Lisa Gerety, Bailey Properties, Inc.
 Russell Gross, Gross Real Estate
 Kathy Hartman, SCCAR
 John Hickey, Monterey Bay Properties
 Danielle Huff, Bailey Properties, Inc.
 Sandy Kaplan, Santa Cruz Properties
 Stephen Karon, Karon Properties
 Connie Landes, Anderson Christie, Inc
 Neal Langholz, Indigo Properties
 Genie Lawless, David Lyng Real Estate
 Greg Lukina, David Lyng Real Estate
 Morgan Lukina, David Lyng Real Estate
 David Lyng, David Lyng Real Estate
 Megan Lyng, David Lyng Real Estate
 Sally Lyng, David Lyng Real Estate

Linda Lynn, Century 21 Sandcastle Realty
 Rose Marie McNair, McNair Real Properties
 Renee Mello, Keller Williams Realty -SC
 Tony Melo, Aldina Real Estate
 Teresa Mendoza, Sereno Group
 Candie Noel, Bailey Properties, Inc.
 Kathy Oliver, Oliver Property Mgmt
 Barbara Palmer, Bailey Properties, Inc.
 Prescott Pavlina, Room Real Estate
 Stephen Pearson, Pearson Properties
 Dianne Pereira, Bailey Properties, Inc.
 Stephen Pereira, Bailey Properties, Inc.
 Honora Robertson, Robertson Real Estate
 Dana Sales, Century 21 MM
 Carole Schwarzbach, Schwarzbach & Assoc.
 Rachel Shaffer, Bailey Properties, Inc.
 Lauren Spencer, Coldwell Banker Realty
 Jan Taylor, Century 21 Sandcastle Realty
 Suzanne Teixeira, Bailey Properties, Inc.
 William Thayer, Bailey Properties, Inc.
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 Ronnie Trubek, Century 21 Showcase REALTORS
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 Marcus Vidrine, David Lyng Real Estate
 Karen Wade, Bailey Properties, Inc.
 Carolyn Wade, David Lyng Real Estate
 Jennifer Watson, Sereno Group
 Jeff Wickum, eXp Realty of California



SHIFTS IN THE REAL ESTATE LANDSCAPE

Remote work, office space, retail—it all impacts the residential real estate industry.

By Steve Murray, REAL Trends senior advisor

The pandemic brought about change at lightning speed. I rounded up just a few of the studies that show some of the more significant changes that will impact real estate:

- **Remote Work.** A survey of more than 300 national employers by advisory firm Willis Towers Watson said that 30% of their employees will be working from home full-time in three years—up from 5% three years ago. A New York University study of 3.4 million workers found that at-home workers reported working an average of 26 extra hours a month. Global Workplace Analytics, in a survey of 1,388 people working from home, found that 80% said they would like to work from home three days a week or more, up from 27% before the pandemic.
- **Accelerated Digitization.** Peter Grant of The Wall Street Journal commented, “As retailers learn to operate without stores, business travelers without airplanes and workers without offices, much of what started out as a temporary expedient is likely to become permanent. In many ways, digitization is simply the next chapter of a process under way for a century: The dematerialization of the economy. As agriculture gave way to manufacturing and then services, the share of economic value derived from tangible material and muscle shrunk while the share derived from information and brains grew. Solar and wind power require no pipelines or tankers. Carvana has established that people will buy cars virtually.”
- **Virtual Relationships.** Joel Mokyr, an economic historian at Northwestern University said, “One of the most important and least appreciated roles is the great fake. It enables increasingly lifelike representations of some kind of reality through analog or digital mimicry, referred to as virtualization. One example is that the use of tools like Zoom seeks to recreate in virtual form the physical relations between bosses, employees and customers. However, Mokyr adds that “diminishing returns work here as well. We can mimic reality, but we are not digital creatures ourselves, and our evolutionary background will continue to demand physical experiences.”

Interestingly, many consumer brand companies also think some permanent changes have occurred and are betting on significant shifts in consumer purchases. Conagra Brands and Kraft Heinz, for example, are buying and upgrading equipment to make more at-home meals. Kimberly Clark is converting a plant from making tissue products from office use to home use lines. Proctor and Gamble is doing the same.

cont'd on page 11



Outgoing President Recognition
2020 President, Morgan Lukina

Distinguished Leadership Award
2019 President, Seb Frey



2020 President's Award Winner
2021 President, Pete Cullen

REALTOR® of the Year Award
John Flaniken



Affiliate of the Year Award
Jim Black

Community Service Award
Dee Dee Vargas

Education & Event Highlights

Find a complete line up of classes on our website at mysccar.org

March 10: Local Planners Panel
Find out what's coming up throughout our County from a panel of local Planning Department experts. Presenters will speak about building, development, long range planning and special projects happening in their cities.

March 10: California Residential Purchase Agreement (RPA) - LearnMyWay
Stay up-to-date with the most widely used and trusted purchase agreement in California. This course will cover the entire California Residential Purchase Agreement (RPA) in detail step-by-step and the special situations during the real estate transaction. Get detailed instructions on how to properly complete and use the RPA form in all your transactions.

April 7: Meet the Chief...and the Marshal!
Meet those that serve and protect and hear the latest on Coronavirus, Fire Prevention, Homeless Issues, Crime Statistics and Public Safety!



“ It was a true honor and very humbling to receive the Distinguished Leadership Award from SCCAR! Serving as the 2019 President was the peak experience of my career to date, and I'm very grateful I had the opportunity to lead our wonderful Association. Thank you! ”

Distinguished Leadership: Seb Frey, Compass



“ My involvement with the Association in 2020 as a Board Member and Chair of Local Govt Relations has been rewarding. In March 2020 nothing seemed more important than making sure Members could continue serving their clients... and our industry be deemed essential. Over the years SCCAR has been an important community for me, giving me purpose beyond the day to day rigors of real estate. I wouldn't have the time or energy to contribute without the help of my longtime assistant Alyssa Nelson. Thank You for this Award. ”

REALTOR of the Year: John Flaniken, Trade-In Real Estate



“ I'm honored by this recognition and I appreciate everyone who makes SCCAR an amazing place to inspire, connect and learn from others in our community. Thank you to all of those who give to this organization and I am grateful for the support I have received. I look forward to a great 2021 with all of you. ”

Affiliate of the Year: Jim Black, All Cal Financial

LOCAL PLANNER PANEL

Wednesday, March 10, 2021

9:30 - 11 AM via Zoom

Presenters:
 Taylor Bateman, Scotts Valley
 Suzi Merriam, Watsonville
 Eric Marlatt, Santa Cruz
 Katie Herlihy, Capitola
 Tracy Cunningham, County

Learn about new developments, long range planning and special projects throughout our County!



Meet the Chiefs...and the Marshal!

Meet those that serve and protect and hear the latest on Coronavirus, Fire Prevention, Homeless Issues, Crime Statistics and Public Safety!

**Wed., April 7, 2021
9:30 - 11 AM via Zoom**



Chief of Police Santa Cruz, Andy Mills
Chief of Police Scotts Valley, Steve Walpole
Sheriff's Department, Chief Chris Clark
Fire Marshal Aptos/LaSelva, Mike Demars



Cont'd from pag 5: Shifts in the Real Estate Landscape

WHAT DOES THIS MEAN FOR THE REAL ESTATE INDUSTRY?

You've heard all of this before, but it bears repeating. The move to expanded remote working is permanent for a significant share of the office-based workforce. This will cause a shift in where people can live regardless of where they work. This shift will cause more activity for housing sales in suburban, ex-urban and rural markets and potentially less activity in urban core areas.

A SHIFT AWAY FROM AN OFFICE-BASED CULTURE

For brokerage firms, it should mean a shift away from office-based cultures to more digitally interactive relationships. Most brokerage firms, Realtor® associations, coaches, and educators have learned that they can reach far more real estate professionals, far more frequently, and with rich content with a mixture of online interaction and in-person events.

The big challenge is how brokerage leaders can maintain, build or rebuild their cultures—moving from an office-based culture to a remote-based culture. Brokerage firms that built their businesses on in-person interactions and relationships will need to adapt to a new environment.



TECHNOLOGY VITAL TO BROKERAGE FUNCTIONS

This is a no-brainer and was happening even before the pandemic. Technology will become vital to the functions of a brokerage firm. How agents interact with their customers, from CRM and virtual tours to online transaction processing, will all have to be enhanced for a brokerage to stay competitive and relevant. It also means using technology and information to recruit and develop agents and staff more effectively.

As Mokyr said, we are physical creatures, not digital, and in-person interaction will remain an integral part of how a business works. In residential brokerage, this will continue to be true more than in other fields.

Don't kid yourself into thinking that it will go back to the way it was 10 to 20 years ago. Most agents and teams abandoned offices years ago when they found they could remotely work from their homes or the local coffee shop. While most home buyers won't purchase without physically being in the homes they may want to buy, the numbers who will purchase remotely is going to grow to an unprecedented level. The pandemic accelerated changes that were already happening in the real estate industry. The idea of buying a home seen only through a virtual tour, while not mainstream, was accepted by many out-of-state or global homebuyers.

For brokers, flexibility and innovation with an eye on connective technologies and a healthy mix of in-person interaction should set you up for success in the coming year.

Steve Murray is a partner in REAL Trends Consulting, a brokerage consulting, M&A and valuation service. He is also a senior adviser for HWMedia, the owner of REAL Trends content, rankings and more.

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NEW REALTORS®

Fantasia Bailey, Powerwest Properties
 Savannah Banke, Keller Williams Realty -SC
 Kevin Bell, Strock Real Estate
 Lourdes Espinola, Century 21 MM
 Jo Ann Hill, David Lyng Real Estate
 Ryan Hinn, Sherman & Boone
 Anthony Jacobo, Room Real Estate
 Tara Kleinhesselink, David Lyng Real Estate
 Myrtha Moll, Myrtha Moll Broker
 Stacy Murphy, California Dreaming R.E.
 Chenoa Nielsen, Allen Property Group
 Yahaira Olmno-Claudio, The Turtlestone Group
 Joseph Robles, eXp Realty of CA
 Alyssa Rogers, Coldwell Banker Realty
 Nadine Roos, eXp Realty of CA
 Dennis Scott, Keller Williams Realty - SC
 Julian Sekon, eXp Realty of CA
 Sarah Shirley, eXp Realty of CA

Ann Smeltzer, David Lyng Real Estate
 Stefanus Strydom, Anderson Christie
 Clifford Suzuki, The Turtlestone Group
 Nicole Tonti, Strock Real Estate
 Ruben Vazquez Andrade, Coldwell Banker Realty
 Ryan Velasco, Kelly Davis Prop Group
 Melissa A Webber, Massey Advantage
 Daniette West, Sereno Group

TRANSFERS

Lauren Antonino, eXp Realty of CA
 Linda Bailey, eXp Realty of CA
 Kevin Bell, eXp Realty of CA
 Karen Beeson, Evolve Bank
 Christopher Charman, eXp Realty of CA
 Linda Charman, eXp Realty of CA
 Christine Cumming, eXp Realty of CA
 Charmaine Bueno Devivo, Bailey Properties, Inc.
 Louise Dickenson, eXp Realty of CA
 Cynthia Ellis, eXp Realty of CA
 Raeid Farhat, RF Real Estate
 Debbie Foster, Anderson Christie, Inc
 Shemeika Fox, eXp Realty of CA

James Furlong, eXp Realty of CA
 Lauren Gagnier, eXp Realty of CA
 Jenifer Gibson, Room Real Estate
 Loren Goodman, eXp Realty of CA
 David Guzman, Sol Property Advisors
 Christy Hadland, eXp Realty of CA
 Maureen Kendall, David Lyng Real Estate
 Marshall Keneipp, eXp Realty of CA
 Angie LaMar, Pacific Oak Real Estate Svcs
 Jose Marquez, RF Real Estate
 Frank Maynard, Berkshire Hathaway Home Svcs.
 Marliissa McGranahan, Bailey Properties, Inc.
 Karen Miller, eXp Realty of CA
 Anne Murphy, eXp Realty of CA
 Emily Myall, Bailey Properties, Inc.
 David Pera, Keller Williams Realty – SC
 Caitlin Phillips, eXp Realty of CA
 Margaret Price, Keller Williams Realty - SC
 Amanda Rugani, Keller Williams Realty – SC
 Jose Salas, Jr., Keller Williams Realty - SC
 Barbara Samson, eXp Realty of CA
 Barbara Schatan, eXp Realty of CA
 Marcus Smolanovich, eXp Realty of CA
 Sarah Spires, Keller Williams Realty - SC
 Adele Tuiolosega, eXp Realty of CA
 Lila Veik, eXp Realty of CA
 Matthew Walthard, Keller Williams Realty - SC
 Scott Webber, Keller Williams Realty - SC
 Chelsea Wiget, eXp Realty of CA
 Lauren Wills, eXp Realty of CA

NEW AFFILIATE

Laruen Foos, State Farm Insurance

LIFRO

Elaine Aldrich, Keller Williams Realty - SC
 Mark L. Amott, Aldina Real Estae, Inc.
 Ryan Beach, Richard Beach Broker
 Jerrod Coddington, David Lyng Real Estate
 Deborah Childers, Bailey Properties, Inc.
 Therese Cliff, California Dreaming
 Michael Cremonini, Vista Properties

Nicole Dagan, California Dreaming R.E.
 Janine DeRosa, Berkshire Hathaway
 Tom Dore, Bailey Properties, Inc.
 William Emmert, David Lyng Real Estate
 Matthew Gibson, Century 21 Sandcastle Realty
 Jo Ann Hill, David Lyng Real Estate
 Diane S Holtze, Vista Properties
 Margaret Knapp, Monterey Bay Realty
 Jami Kumar, Vista Properties
 Leopoldo Lopez, Aldina Real Estate, Inc.
 Melissa Mirabello, David Lyng Real Estate
 Loren Morse, Anderson Christie Inc
 Jean Marie Ragus, David Lyng Real Estate
 Francisco Renteria, Aldina Real Estate, Inc.
 Audrey Tennant, David Lyng Real Estate
 Cheri Trebbien, David Lyng & Associates
 Carrey Ward, John Fuchs Properties



Learn about REALTOR Benefits® Program Partners

Santa Cruz County Housing Statistics

January 2021: 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	12	20	16	55	\$1,538,886	\$1,387,500	\$764	101%	\$24,622,188	2,043	45,248	1
Ben Lomond	4	7	2	64	\$688,000	\$688,000	\$559	98%	\$1,376,000	1,262	26,202	1.5
Boulder Creek	13	16	17	52	\$768,369	\$739,500	\$478	97%	\$13,062,277	1,716	115,316	1
Brookdale	0	1	0									
Capitola	6	10	2	19	\$1,375,000	\$1,375,000	\$880	104%	\$2,750,000	1,626	4,857	1.8
Corralitos	0	3	1	6	\$779,382	\$779,382	\$592	94%	\$779,382	1,316	21,301	3
Felton	7	18	7	23	\$756,285	\$840,000	\$704	106%	\$5,294,000	1,036	11,363	1.7
Freedom	2	2	1	0	\$665,000	\$665,000	\$388	100%	\$665,000	1,713	6,011	3
La Selva Beach	3	5	4	145	\$1,239,750	\$1,304,500	\$706	96%	\$4,959,000	1,744	5,151	1.5
Los Gatos	7	15	11	48	\$1,573,909	\$1,500,000	\$606	102%	\$17,313,000	2,651	473,719	1.7
Mount Hermon	2	2	0									
Santa Cruz	46	66	35	24	\$1,456,006	\$1,275,000	\$678	105%	\$50,960,240	1,900	38,694	1.5
Scotts Valley	14	23	6	29	\$1,268,333	\$1,140,000	\$599	101%	\$7,610,000	2,115	55,118	1.8
Soquel	8	14	5	50	\$1,603,600	\$1,400,000	\$567	104%	\$8,018,000	2,647	205,602	2.6
Watsonville	12	23	17	24	\$958,281	\$710,000	\$504	102%	\$16,290,777	1,609	26,733	1.3
Summary	136	225	124	41	\$ 1,128,523	\$1,140,000	\$599	101%	\$153,699,864	1,798	79,640	1.8

January 2021: 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	6	16	6	19	\$641,443	\$579,000	\$613	99%	\$3,848,659	1,179	1,072	1.7
Boulder Creek	2	1	2	14	\$354,500	\$354,500	\$580	101%	\$709,000	614	697	0.5
Capitola	5	7	2	11	\$1,025,000	\$1,025,000	\$697	109%	\$2,050,000	1,468	1,786	1.9
Freedom	1	1	0									
La Selva Beach	0	0	1	7	\$1,100,000	\$1,100,000	\$590	96%	\$1,100,000	1,864		0
Santa Cruz	10	25	7	42	\$671,957	\$725,000	\$513	101%	\$4,703,700	1,292	1,068	1.7
Scotts Valley	6	9	6	61	\$735,798	\$743,750	\$454	101%	\$4,414,790	1,679	1,078	1.6
Soquel	2	3	0									
Watsonville	8	11	6	53	\$608,333	\$640,000	\$499	100%	\$3,650,000	1,093	1,220	1.7
Summary	40	73	30	30	\$733,862	\$725,000	\$580	101%	\$ 20,476,149	1,313	1,154	1.3

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

California housing market momentum continues into new year, C.A.R. reports

- Existing, single-family home sales totaled 484,730 in January on a seasonally adjusted annualized rate, down 4.9 percent from December and up 22.5 percent from January 2020.


- January's statewide median home price was \$699,890, down 2.5 percent from December and up 21.7 percent from January 2020.

- The statewide Unsold Inventory Index was 1.5 months in January, up from 1.3 months in December but down from 3.4 months in January 2020. [Read full article >](#)

2021 Market Outlook
View the 3/2/21 recording featuring NAR's Chief Economist on our Members Only page at www.mysccar.org

Market Snapshot - January 2021


Santa Cruz County - Single Family Residential



Median Price

\$1,110,000


28% ↑



Available Inventory

225


1% ↑



Homes Sold

28

29% ↑



Days on Market

39 ↓

-56%

Year over Year

Santa Cruz County Association of REALTORS®
MLS Class 1, excludes Condo/Townhome. Produced by SCCAR with data provided by MLS Listings, Inc.



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