

# REALTOR®



Neighborhood Associations Unite!  
SCCAR Welcomes PVAOR Members!

# Inside this issue

03 President's Message

04 Sewer Lateral Rebate Program

05 SCCAR & PVAOR Merge

06 New Santa Cruz County Disclosure Advisory

08 Cast Your Vote for Leadership 2019

10 July & August Education

12 Congratulations New Honorary Members!

13 Charity Golf Tournament

14 Taking the Corporate out of Corporate Social Responsibility

15 Countywide Open House Weekend

17 Taste of Santa Cruz - Save the Date!

19 20% of U.S. Homes are Undervalued

21 County Market Stats

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# President's Message

## Report from D.C.

In May I had the privilege of representing the Santa Cruz County Association of REALTORS® in Washington D.C. I must admit that this is one of my favorite trips even though getting there had some major obstacles. We traveled on Monday, May 14th during one of the worst storms in D.C. Having left San Jose at 8:00 am, I arrived in Washington D.C. at 10:30 pm after a brief layover in Chicago. As it turned out, it rained the whole week; but even a little rain couldn't dampen my excitement to be in Washington. Like C.A.R., NAR has issues that they want us to discuss with our representatives. Barbara Palmer and I were scheduled to meet with Jimmy Panetta and Anna Eshoo, both from the House of Representatives. The issues were as follows:



SCCAR President  
Renee Mello  
Renee Mello & Associates  
renee@reneemello.com

### New Tax Law

As you know the Tax Cuts and Jobs Act was enacted in December 2017 and included many changes to the current tax law, especially when it came to residential and commercial real estate, as well as real estate professionals. Of particular concern to NAR are:

1. 20% deduction on Qualified Business Income for Pass-through Business Entities and Sole Proprietors. This has been viewed as an advantage to the REALTOR® community.
2. The \$750,000 Cap on Mortgage Interest Deduction (lowered from its previous limit of \$1,000,000). NAR would like to see that amount indexed to inflation.
3. The Capital Gains Exclusion of the Sale of the Principal Residence remained untouched. Though NAR would also like to see this indexed to inflation.
4. Extension of the expired Mortgage Debt Cancellation Tax Relief. A lender will, on occasion, forgive some portion of a borrower's debt, or reduce the principal balance. The general tax rule that applies to any debt forgiveness is that the amount forgiven is treated as taxable income to the borrower. A law enacted in 2007 provided temporary relief to troubled borrowers when some portion of mortgage debt is forgiven and the mortgage covers the borrower's principal residence. That relief has expired and been extended several times. The latest extension, enacted in February 2018, provided retroactive relief for debt forgiven through December 31, 2017.

### National Flood Insurance Program

Yes, we are still dealing with Flood Insurance. NAR is asking that Congress reauthorize the NFIP for five years and include meaningful reforms that open the door to private market flood insurance. While the House has passed the NAR supported HR 2874, the 21st Century Flood Reform Act, the Senate has yet to. The concern is that most representatives are under the impression that the Flood act expires on September 30, when in reality it expires on July 31, 2018.

*Continued on Page 4*

An advertisement for Allen Property Group, Inc. featuring a scenic view of a coastal town with colorful buildings and a harbor. The text includes the company name, contact information, and a slogan.

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# President's Message Cont'd

## Fair Housing

An incredible and moving vignette was presented to those in attendance about how far we've come since the Fair Housing Act was first passed 50 years ago. NAR feels Congress must amend the Fair Housing Act to prohibit discrimination based on sexual orientation and gender identity. Currently, only half of the country has state or local laws prohibiting discrimination based on sexual orientation and gender identity. NAR's Code of Ethics requires REALTORS to provide equal professional services without discrimination based on sexual orientation and gender identity.

## Net Neutrality


In December 2017, the Federal Communications Commission (FCC) adopted the Restoring Internet Freedom Order. This order will replace and reverse the 2015 Open Internet Order, which implemented "net neutrality" rules. The 2015 Open Internet Order rules prohibited internet service providers from blocking or degrading lawful content on the internet. They also prohibited paid prioritization or "fast lanes" on the internet. Once the order becomes final, NAR expects the issue to move to the courts and to Congress.

1. Net neutrality is important to small, main street businesses like REALTORS® who depend on open internet access every day to run their businesses and serve their customers.
2. Removing net neutrality rules could make it impossible for small real estate firms to compete with larger entities on the internet.
3. NAR opposed the FCC Restoring Internet Freedom Order. NAR will work with Congress to enact balanced net neutrality rules that will allow REALTORS® to continue to serve consumers efficiently.

**Thanks again for the opportunity to go to Washington D.C. and represent all of you!**

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# Sewer Lateral Incentive Rebate Program

Offered by the City of Santa Cruz Public Works Department, the incentive program is intended to lessen the burden of the total cost of repairs for property owners, and to incentivize property owners to be proactive about repairing their lateral before spills occur. The Incentive Program is available to both residential and commercial properties and will continue as long as funds are available. The program consists of a rebate program and the waiving of permit fees for sewer lateral repairs (a \$339 value as of June 2018).



# Neighborhood Associations Unite!



The Boards of Directors of both the Santa Cruz County Association of REALTORS® (SCCAR) and the Pajaro Valley Association of REALTORS® (PVAOR) recently voted to merge the two Associations. The impetus for such action is derived from the new Core Standards which the National Association of REALTORS® recently adopted. Collaboratively, SCCAR and PVAOR believe it is in the best interest of both organizations to merge. The vote was approved by the membership of both associations and ratified by the National Association of REALTORS® July 3, 2018.

The newly merged association will continue to operate as the Santa Cruz County Association of REALTORS®.

"Having two associations serving the communities within Santa Cruz county was a duplication of efforts, now Santa Cruz County is being served by one Association with a consistency of message and service.", Renee Mello, SCCAR President.

SCCAR warmly welcomes our new members and we look forward to providing them increased access to services and benefits.

"I'm looking forward to this new collaboration of these two great associations. Our strengths will be combined for one amazing voice for our fellow REALTORS® and our combined communities." Kathy Oliver, Past President of the Watsonville/Pajaro Valley Association of REALTORS®

If you have any questions, please contact SCCAR at 831-464-2000.



**Presidents Mello & Annett  
Signing the final paperwork!**



# New Santa Cruz County Disclosures and Disclaimers Advisory

SCCAR, with the help of local attorneys, has developed a long awaited disclosure and disclaimers advisory. The Advisory is intended to be used with the California Association of REALTORS form "Statewide Buyer and Seller Advisory" in Santa Cruz County, including all cities and unincorporated areas of the County. Use of the form is not mandatory, but recommended. The Advisory will be available at the SCCAR office and online in our Members Only section.



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The Housing Matters Podcast is your housing hub for market analysis, economic trends, and housing news from the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.).

Available on  
**iTunes**



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# SCCAR Welcomes the Following New Members!

## NEW REALTOR MEMBERS

Desmond Alves  
Ivo Basor  
Bjoin Berg  
Jay Black  
Marin Brandt  
Theresa Chui Ni Wan  
Karen Corsino  
McKenna Curtiss  
Nicole Dagan  
Shoghi Dinyari  
Jeremy Duterte  
Gen Michael Fogerty  
Warren Fortier  
Eleni Frangadakis  
Chelsea Hale  
Angela Heredia  
Cindy Hernandez  
Amanda Lambert  
John Law  
John Martin  
Nicole Owens  
Yolanda Ramirez  
Sugaree Sands  
Bianca Soros  
Shevawn Torr  
Lorena Murillo-Weldon  
Paul Wilson

Alves Real Estate  
Bailey Properties  
Strock Real Estate  
Turtlestone Group  
Cetnury 21 M & M  
Slawinski Real Estate  
Coldwell Banker  
Century 21 M & M  
California Dreaming RE  
eXp Realty of CA, Inc.  
Sereno Group  
Keller Williams Realty - SC  
Keller Williams Westland Realty  
Intero Real Estate  
Turtlestone Group  
Sereno Group  
Keller Williams Realty - SC  
Turtlestone Group  
Coldwell Banker  
Frank May & Associates  
Sherman & Boone Real Estate  
Coldwell Banker Residential Brokerage  
eXp Realty of CA, Inc.  
Monterey Bay Properties  
Friday Realty  
eXp Realty of CA, Inc.  
Bailey Properties

## AFFILIATES

Stephanie Daigle  
Naeem Wahah

PNC Mortgage  
Cal Coast Financial

## RENEWALS

Charles Fisher  
Marcy Kjeldsen  
David Torres

Charles E. Fisher Jr  
Anderson Christie  
Bay Federal Credit Union

## TRANSFERS

Jeannie Collins  
Ashley Haut  
Marica Kjeldsen (LIFRO)  
Hugh McWilliams  
Eric Naber  
James Rivoir  
Donna Teale

Collins Coastal Realty  
Wellington Dev & Investment Inc.  
Anderson Christie, Inc.  
Keller Williams Realty - SC  
eXp Realty of CA, Inc.  
eXp Realty of CA, Inc.  
Sherman & Boone REALTORS



The mission of the Santa Cruz County Association of REALTORS® is to enhance the professionalism and integrity of our members and to protect and promote private property rights. It is our vision to "Create Better REALTORS®". This goal can only be met with your involvement and support; this begins with your vote in the annual election of Officers and Directors. Our slate of nominees consist of members who have agreed to volunteer their time and talents to address the evolving issues we face as REALTORS®.

Cast your vote during our online election process from **August 15 – 24**. REALTOR® members in good standing will receive an email on August 15 with voting instructions and election materials.\*

## Interactive Market Stats

Gain insights on California's housing market through interactive dashboards. Select your metrics and see where the data takes you.

<https://www.car.org/en/marketdata/interactive>







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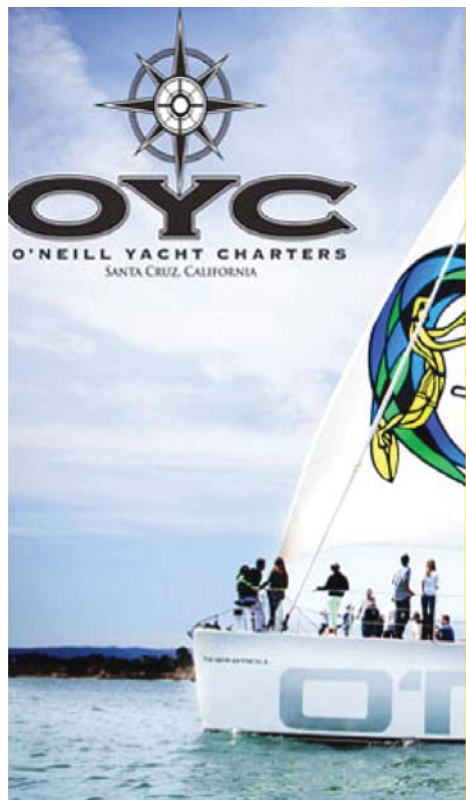
SAVE THE DAY  
& KNOCK OUT YOUR  
COMPETITION!

**BARGETTO WINERY  
JULY 11**

**BAM!**

**POW!**

The flyer features a central text area with a sunburst background of orange and red rays. On the left and right sides, there are comic book-style speech bubbles containing the words 'BAM!' and 'POW!' respectively. The overall theme is energetic and superhero-inspired.





MEMBERS &  
GUESTS OF MEMBERS

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PARTY**

AUGUST 15TH | 4-6PM  
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THE WOMEN'S COUNCIL OF  
REALTORS SANTA CRUZ

The flyer has a white background. At the top center is a small icon of a blue and yellow striped umbrella. The text is centered and uses a mix of bold and regular fonts. The event details are clearly listed.



# JULY & AUGUST EDUCATION CALENDAR

## First Class: A Required Training Course for New MLS Subscribers

Friday, July 13

9:30 am - 11:30 am

Contact the MLS at 800-546-5657 to register. SCCAR does not take registrations for this class. First Class is a required training course from MLS Listings, Inc. for new subscribers that must be attended within the first 60 days of joining the MLS.

## Custom Displays & Exports

Friday, July 13

1 - 2:30 pm

Free with RSVP

Matrix can be customized to meet your viewing and exporting requirements to assist you with listing organization and deep data analysis.

## Tech Tuesday: Facebook Advertising

Tuesday, July 17

11:30 am - 12:30 pm

\$10 SCCAR Members

Facebook advertising is one of the most important tools in a marketer's arsenal. With over 1 billion people visiting Facebook every day, targeted Facebook ads can help small businesses reach a substantial audience at a fraction of traditional advertising costs. Learn how to target the right customers, design effective ads and evaluate the success of a campaign.

## Public Records Search

Wednesday, July 25

10 - 11:30 am

Free with RSVP

You will learn how to use the REALIST application to access public records and obtain detailed ownership, transaction and property characteristics information.

## The Science of an Open House

Wednesday, July 25

1 - 2:30 pm

Free with RSVP

In this course you will learn how to prepare for your next Open House with detailed neighborhood active listings and sold reports, market statistics and brand-able client tools. Be the neighborhood expert that consumers want to work with.

## First Class: A Required Training Course for New MLS Subscribers

Friday, August 3

9:30 am - 11:30 am

Contact the MLS at 800-546-5657 to register. SCCAR does not take registrations for this class.

First Class is a required training course from MLS Listings, Inc. for new subscribers that must be attended within the first 60 days of joining the MLS.

Matrix 301 - Next Level Searching & Reporting  
Friday, August 3  
1 - 2:30 pm

Free with RSVP

Flex your Matrix muscles by learning advanced search and report techniques. Take your Matrix proficiency to a whole new level by learning the features, benefits, and limitations of each search tool.

Know Your Disclosures  
Tuesday, August 14, 2018  
1 - 4 pm  
\$10 SCCAR Members

This class will provide a review of some of the disclosures and addendums that are included with the purchase contract. Learn how to protect your buyer when writing a contingent offer, when to use a counter offer and when to use an addendum, what a multiple offer says, and how REO, short sale and FHA/VA addendums change the purchase contract.

Listing Management (MLS)  
Wednesday, August 15, 2018  
10 -11:30 AM  
Free with RSVP

Attend this class and you will learn the structure of the MLS Listings listing management input wizard, along with tools and techniques.

Paragon 201  
Wednesday, August 15, 2018  
1 - 2:30 PM  
Free with RSVP

Build upon the skills learned in the Paragon 101 class with a focus on searching with maps, customizing data results to meet your specific needs, and communicating your findings to your client.

SCCP: City & County Schools  
Friday, August 24, 2018  
9:30 am - 12 pm  
\$20 SCCAR Members

The seventh class in our Santa Cruz County Pro (SCCP) series designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County.

Topics include:

- District Outlook for the Next 10 to 15 Years
- Inter-District Transfers
- Charter Schools With Emphasis
- APT Scoring Explained and Charter Schools
- District Boundaries
- School Resources

Register for classes online at [www.mysccar.org](http://www.mysccar.org) or call SCCAR at 831-464-2000.  
Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.



# Congratulations to our new Honorary Members!

SCCAR recently honored a group of outstanding individuals who have served their industry for decades as continuous members of NAR, CAR and SCCAR. They were recognized in front of their peers at our annual REALTOR® Membership Meeting in June. We are grateful for their contribution and dedication to the real estate profession.

*Marion Lyng*



*Barbara Booth*



*Ted Mendoza*



*Sandy Kaplan*



*Marjorie Vickner*



*William Brooks*



*Debra Frey*



**Other members awarded but who were not present at the event are:**

Peter Atkinson, Kenneth Bergman, Marlyn Bergman, Lynne Bucher, John Burke, Kip Jackson, William Larzelere, Moira Leigh, Michael Liles, Vicki Malandra, Ronadl Matusich, Joana Phillips, Kathy Runyon, Mona Salvage, Mike Soros, Dennis Stewart, Thomas Tomaselli, Bernice Wong.





# SCCAR CHARITY GOLF TOURNAMENT

## “DESTINATION VACATION”



Friday, July 27, 2018 | DeLaveaga Golf Course

Join us for a fun filled day on the green! Ticket price includes 18 holes of golf, cart, lunch and dinner!

### Schedule

- Registration begins: 10:30 am
- Shotgun starts: 12:00 pm
- Dinner, Awards & Raffle: 6:00 pm

### Proceeds benefit



Pajaro Valley Shelter Services  
Building the Skills for Self-Sufficiency

### How to Play

Register yourself or your foursome by completing the form on the reverse and faxing it to 831-464-2000 or emailing [kkirwan@mysccar.org](mailto:kkirwan@mysccar.org). Deadline to register is Friday, July 20, 2018.

### Awards & Prizes

- Closest to the pin (women & men)
- Longest drive (women & men)
- Putting contest
- Best "Destination Vacation" themed hole
- Best theme dressed male and female golfer



Sponsorship opportunities available! Contact Karen Kirwan 831-464-2000 or [kkirwan@mysccar.org](mailto:kkirwan@mysccar.org)



# THE SIMPLEST GOALS CAN MAKE THE BIGGEST IMPACT

Why we need to take the corporate out of corporate social responsibility.

By Caroline Pinal, Giveback Homes

Corporate social responsibility (CSR) sounds so... well, corporate. It implies that it's something only large corporations need, have the resources to develop or that you have to solve complex issues for it to be worthy. The reality is that every business of every size has a social responsibility to its stakeholders and the world. Sometimes the simplest goals can make the biggest impact. The more we can simplify this idea of CSR and showcase examples of how real estate leaders are applying it to their business, the more brokerages and real estate companies will be inspired to get started.

Instead of CSR, I encourage companies to develop a Giving Program or a Social Impact Strategy, because there's nothing corporate about reminding people about their humanity.

Here are a few ways to know if a Giving Program is right for you and your business:

- You're a brokerage owner who wants to make a positive impact on your community and the world.
- You want to do good, but don't have a huge budget or a big team.
- You let your agents do their own giving but have always wanted to focus the brokerage giving efforts.
- You want to increase audience engagement and positive brand recognition.
- You want to find the perfect nonprofit partners with whom to work.

A recent APCO survey found that 90 percent of consumers expect brands to take a stand on issues affecting the world, and the best companies serve society as a whole, not just their customers. Consumers are inspired by it and more willing to support and buy products from that brand. Another study ranked the companies with the best reputation for social responsibility. Is it a surprise that there weren't any real estate companies on the list? Almost every brokerage donates here and there, but most lack the kind of strategy that can maximize impact or leverage these efforts for business.

## Opportunity for Brokerages

There is a massive opportunity for brokerage owners to play a more active role in social responsibility, inclusive of fundraising, volunteerism, advocacy and both internal- and consumer-facing strategies. In fact, they are positioned perfectly for it. As local experts, brokerage owners can help identify community issues, they can get key players in a room to discuss ideas and solutions, and they have a network of people who can help drive their initiatives.





Many leaders are unable to see the long-term business benefits of a strategic giving or social impact program—the kind that leads to enhancing culture, aiding recruitment and connecting with consumers on a deeper level. Brokerages are clawing to have the best tech or be the best luxury companies, but how many are racing to be the most socially conscious, the most diverse, or the loudest advocates for affordable housing? If you want to build trust and stay relevant with the conscious consumers of today, social responsibility is the place to start, and it requires leaders with a more enlightened way of doing business. Not everyone is there yet. That's OK. We'll get there.

It can seem overwhelming, trying to add this layer of goodness on top of running a brokerage, and it's easy to stick to what you've been doing year after year. But the best giving programs are aligned with your business goals, connect you with the right partners and engage your audience, all while enhancing your brand with goodwill. They're strategic.

I believe in making your reasons better than your excuses. Here are a few reasons why you should create a giving program:

- Giving Programs, Social Impact Strategies, CSR—these things are not a trend. They are here to stay and five years from now you will have wished you started it 10 years ago.
- Think small. Your giving program doesn't have to be this giant, world-changing idea. It will still have a big impact.
- A focused strategy doesn't take a huge budget or a lot of time—it's about consistent actions.
- You will help create a legacy bigger than you or your brokerage while making a positive impact on the world.

Does your brokerage have a positive influence on society? If yes, fantastic, how can it be better? If no, no worries, but let's get it started today!

SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

# OPEN HOUSE WEEKEND

## WEEKEND • JULY 21 & 22

**OPEN HOUSES, OPENS DOORS  
TO HOMEOWNERSHIP!**

Visit [mysccar.org/sccohw](https://mysccar.org/sccohw)  
to learn how to participate!

# AFFILIATE SPOTLIGHT

**Stephanie Daigle**

PNC Mortgage Loan Officer

NMLS#1656909



As a Mortgage Loan Officer and mortgage services advisor in the Santa Cruz/Silicon Valley market, Stephanie Daigle is committed to helping clients achieve their homeownership goals by understanding each unique financial situation and providing lending solutions specifically for immediate or long-term needs.

Stephanie has more than 25 years of experience making the borrowing process as simple and convenient as possible for her clients. She joined PNC Bank on 08/21/2017 as a Mortgage Loan Officer Assistant.

Prior to joining PNC, Stephanie Daigle began her career in 1994 as a Foreclosure and Servicing Specialist managing a portfolio of private lenders with First Security Mortgage, San Diego, where she realized her passion for the Industry and desire for helping clients to achieve their financial goals.

In addition, she is a member of PNC Women In Business Advocacy. Stephanie is dedicated to serving your unique needs and answering all questions along the way. She knows the business inside and out and can help you find the right financial solutions for your life

*Stephanie Daigle*  
*PNC Mortgage Loan Officer*  
*831-251-6132*  
*Stephanie.daigle@pnc.com*



*Save the date!*

**Thursday, October 18  
5:00 - 8:00pm**

**Join us for the 14th Annual “A Taste of Santa Cruz” at the Museum of Art and History in downtown Santa Cruz!!**

**Enjoy tastes from the  
best local Restaurants,  
Wineries and Breweries.**

Proceeds support first time, low income home buyers in our community through the SCCAR Housing Foundation’s Closing Cost Assistance Grant Program.

**For more information, visit [atosc.com](http://atosc.com)**



Santa Cruz County Association of REALTORS® Housing Foundation

# Charity Poker Tournament

## Texas Hold'Em and Dance Party!

**SATURDAY, AUGUST 11, 2018**

Santa Cruz Elks Lodge, 150 Jewell St., Santa Cruz

**DOORS OPEN AT 4:15PM, CARDS FLY AT 5:30PM SHARP!**

**\$75 Buy-in advance \$80 at door. Re-buys = \$40 & add on = \$35**

Prizes for  
"final table"

Beginners learn to play  
4:30 - 5:30 pm!

Spectators welcome!  
Tickets \$15

**Dance Party with Hall Pass starts at 9 pm**

Admission for dance party \$10. \$15 or 3 for \$25 at the door.

Poker player buy-in includes admission to dance party.

**TACO TRUCK dinner included!**

Tickets can be purchased at SCCAR, 2525 Main St., Soquel - 831-464-2000

All proceeds benefit first time home buyers through the Santa Cruz County Association  
of REALTORS® Housing Foundation grant programs.

# 20% OF U.S. HOMES ARE UNDERVALUED

*Agents must highlight the energy-efficiency comforts of a new listing to boost the sales price.*

By Cynthia Adams, Pearl Certification

Bring up the topic of energy efficiency, and many agents will tell you about the investments they've made in their homes for comfort and efficiency.

And yet, the real estate industry hasn't made the connection between what we enjoy as homeowners (i.e., comfort) and what buyers are looking for (also comfort!)—even though NAR surveys consistently show buyers want and will pay more for comfortable and efficient homes.

## **A Disconnect**

Here's the problem: In 2018 this disconnect was responsible for sellers leaving about \$11 billion in potential home value on the table at closing.

The U.S. Dept. of Energy tracks sales and market penetration of energy efficient products, as well as the number of ENERGY STAR homes, built. They also track the requirements and implementation of residential energy code. They know a lot about the profile of our homes' performance for comfort, energy efficiency and indoor air quality.

## **Features Add to Value**

National Renewable Energy Lab and ENERGY STAR data show about 20 percent of homes sold have significant features installed which have been proven to add value at the time of sale. Depending on the regional study, the sales premium ranges from a 2 to 10 percent.

Let's assume a potential 4 percent increase in value is possible for homes with energy-efficient features properly identified and marketed at resale. The average U.S. home price is \$250,000, and 4 percent of that is \$10,000 of hidden value. If we multiply \$10,000 by 20 percent of the 5.5 million homes sold in 2018, it totals \$11 billion. Ouch.

## **Are You Asking the Right Questions?**

Listing agents typically ask sellers about the newness of specific features, like heating and cooling equipment. But, "Is it new?" is not the same as, "Is it energy efficient?" When agents don't ask the right questions, they don't get the right answers, and both the features and their benefits remain hidden from buyers.

Missing home data affects the CMA, home price, a future appraisal—and, ultimately, the seller's return on investment.

Agents who ignore expensive and sought-after features in their listings may find themselves liable for not marketing the home to achieve full value. But there is another critical reason to ask the right questions. Between housing supply and buyer demand, a real market opportunity awaits.

Agents who understand where the market is going have the edge over the competition for 20 percent of the listings out there. To capture this opportunity, agents' next step to business growth is an easy one with a good reward—ask the right questions during the listing appointment. Get educated on energy-efficient technology and learn how to articulate the buyer benefits these technologies enable. Lastly, agents should be sure to use all applicable MLS fields when creating a CMA to inform their pricing strategy and ultimately to market the home.

Consumer interest, energy-building code, smart-home automation and other new technologies demand a higher level of professional service from agents.

This article originally appeared in the June 2018 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2018.







# ARE WE PICKING CONVENIENCE OVER SECURITY?

## *How to protect your brokerage from cybercrime*

By Nikki Lindholm, content marketing & social outreach manager

In 2018, it's become a common practice to lock your car doors, install security cameras and add home security systems. So, why isn't it a common practice to apply the same security measures to your online accounts? Physical safety is a threat you can see, whereas digital protection is typically out-of-sight, out-of-mind. Until now.

With wire fraud, ransomware and identity theft wreaking havoc in our industry, answer this question: In the last year, what steps have you taken to secure yourself and your brokerage against cyber attacks?

Brandon Wells, president and former chief technology officer of The Group Inc. spoke about cyber security this past week at The Gathering of Eagles. He hit the nail on the head when describing why our industry is falling for these attacks. "One, we are trying to keep up with the pace of innovation in our industry and two, I don't think we're asking a lot of security questions to the vendors we are plugging into in this industry."

### **Real Life Situations**

Wells shared a video during his presentation of a man volunteering to be hacked. With the man sitting across from his hacker (a woman), she proceeds to dial his cell phone provider. Before calling in, the woman began audio of a crying baby (found

on YouTube). She told a story of how she and her husband just had a baby and that she needs to fix a discrepancy in their account. After apologizing for the crying baby, and explaining how she's exhausted, the hacker can convince the customer service representative not only to add her to the account but also to change the password—all in under two minutes. Now, it's easy to get hung up on the fact that she was only on the phone with customer service for a few minutes (jealous!), instead, let's focus on how EASY this was for the hacker to accomplish.

Why was this so easy? Well, we typically imagine hackers in one of two ways, someone overseas maliciously hacking our accounts from afar, or as someone with his face hidden, typing away in a dark basement. Few see hackers as what they can be: everyday people! Hackers are much smarter than we give them credit for. They don't get our information by accident; they get it with intentional and calculated schemes. Another reason this task was so easy for the hacker is that she tapped into human emotion. It's already become harder for customer service reps, or clients, to distinguish real vs. fake, because these schemes are no longer a prince from Nigeria requesting money. Today, people say they know your Aunt Susie, and she said you would help them in a dire situation.

### **What Can You Do?**

Brandon provided a list of five things a brokerage can implement. We suggest you do them as soon as possible.



## 1. Multi-Factor Authentication

Encourage agents to use company email accounts that have multi-factor authentication over their email. This step can be a hard one to convey to your agents, especially if they run their business primarily through their g-mail or other personal accounts. But merely adding this process makes you less of an easy target. However, don't stop at e-mail.

## 2. Encryption

As a brokerage, you have a lot of sensitive information on file. Using a form of encryption provides more security and allows those with authorization access to your private information.

## 3. Brokerage Training and Education

Incorporate in-house training with your agents and staff members so they know what a cybersecurity threat is and what it can look like. Don't forget to include your loan officers and insurance providers. It's your responsibility to arm your agents and staff with what to do if a threat takes place.

## 4. Consumer Education

It's not enough to only educate your brokerage—don't forget about the consumer! Add more than a wire disclosure to the bottom of your

email. Make this education piece a part of a listing presentation and explain it again during the purchase agreement and again when your buyer or seller is meeting with a mortgage firm.

## 5. Cyber Insurance

Wells sources a study that says 74 percent of our industry has no cyber insurance. While it can't solve all your cyber-security problems, if you were to run into an issue (much like regular insurance!) it's important to know your options for additional protection.

## Take Action!

Don't wait for a cyber attack to get to your brokerage before you take action. Cyber threats are becoming more frequent and have already made their presence known in the real estate industry. Protect your brokerage's digital safety just like you would its physical security.

This article originally appeared in the June 2018 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2018.

# Santa Cruz County Market Statistics

May 2018: 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	39	71	31	39	\$1,194,983	\$1,100,000	\$817	102%	\$37,044,500	1,888	48,703	2.5
Ben Lomond	8	13	14	15	\$820,880	\$754,500	\$570	103%	\$11,815,525	1,840	130,705	1.5
Boulder Creek	30	41	18	25	\$570,555	\$587,500	\$424	105%	\$10,270,000	1,448	17,800	3.2
Emolotale	2	2	1	81	\$889,000	\$889,000	\$735	89%	\$689,000	810	19,558	2
Capitola	8	10	4	82	\$1,237,250	\$1,337,000	\$827	102%	\$4,949,000	1,738	4,117	1.9
Comaltos	2	5	0									
Davenport	1	1	1	0	\$1,898,000	\$1,898,000	\$828	100%	\$1,898,000	2,705	7,275	1.5
Felton	18	28	7	12	\$725,357	\$720,000	\$505	103%	\$5,077,500	1,414	34,717	3.4
Freedom	3	4	2	4	\$424,481	\$424,482	\$380	100%	\$948,883	1,114	5,859	1.5
La Selva Beach	7	11	4	88	\$1,334,250	\$1,103,500	\$584	88%	\$5,337,000	2,316	20,147	4.7
Los Gatos	6	28	2	10	\$1,427,500	\$1,427,500	\$488	89%	\$2,855,000	3,041	188,888	5.2
Mount Hermon	1	2	1	20	\$715,000	\$715,000	\$391	102%	\$715,000	1,828	18,883	3
Santa Cruz	87	141	48	30	\$1,213,725	\$1,084,500	\$729	103%	\$55,831,352	1,825	25,422	3.2
Scotts Valley	15	19	22	18	\$1,054,980	\$883,500	\$498	101%	\$23,208,800	2,214	58,814	1.4
Seacliff	1	1	0									
Soquel	9	15	4	31	\$787,375	\$874,750	\$836	101%	\$3,089,500	1,247	45,380	2.8
Watsonville	25	44	18	18	\$748,513	\$672,500	\$418	102%	\$13,481,250	1,833	147,854	2.5
Royal Oaks	7	14	3	19	\$713,000	\$850,000	\$582	102%	\$2,138,000	1,087	185,130	3.5
May 2018: 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	16	20	9	17	\$885,111	\$845,000	\$503	103%	\$8,168,000	1,283	1,457	2.3
Capitola	7	8	4	27	\$511,875	\$480,000	\$522	101%	\$2,047,500	870	821	1.7
Freedom	0	2	0									
La Selva Beach	0	1	1	315	\$155,000	\$155,000	\$104	87%	\$155,000	1,488	1,350	0.8
Santa Cruz	17	40	20	17	\$597,817	\$807,500	\$579	101%	\$11,852,350	1,088	4,740	2.8
Scotts Valley	7	8	3	7	\$830,000	\$595,000	\$448	100%	\$1,880,000	1,401	2,582	4
Soquel	1	1	1	0	\$471,000	\$471,000	\$510	100%	\$471,000	824	897	3
Watsonville	4	18	10	37	\$557,800	\$512,500	\$438	100%	\$5,578,000	1,153	1,089	2

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

# JULY 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 SCCAR Office Closed in observance of Independence Day	5 Tour Marketing Meeting 8:30 - 9 am	6 Local Govt. Relations Committee 8:30 am	7
8	9 Education Committee 9:30 am	10 Affiliates Committee 11 am	11 Housing Foundation 2 pm	12 Tour Marketing Meeting 8:30 - 9 am	13 Board of Directors 8:30 am MLS 1st Class 9:30 am Custom Displays & Exports 1 pm	14
15	16	17 Tech Tuesday 11:30 am Listing Agreement 1 pm	18 MREP @ Nubo 4 - 6 pm	19 Tour Marketing Meeting 8:30 - 9 am	20	21 Santa Cruz County Open House Weekend
22 Santa Cruz County Open House Weekend	23	24	25 Public Records Search 10 am  The Science of the Open House 1 pm	26 Tour Marketing Meeting 8:30 - 9 am	27 SCCAR Charity Golf Tournament @ Delaveaga	28
29	30	31 Events & Community Relations 11 am				

# AUGUST 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Tour Marketing Meeting 8:30 - 9 am	3 Local Govt. Relations Committee 8:30 am Matrix 1 pm MLS 1st Class 9:30 am	4
5	6 MREP Planning Mtg. 1 pm	7 Tech Tuesday 11:30 am	8	9 Tour Marketing Meeting 8:30 - 9 am	10 Board of Directors 8:30 am	11
12	13 Education Committee 9:30 am	14 Affiliates Committee 11 am Disclosure Training 1 pm	15 Online Election Opens Listing Mgmt. 10 am Paragon 1 pm	16 Tour Marketing Meeting 8:30 - 9 am	17 New Member Orientation 8:30 am	18
19	20	21 Tax Strategies 1 pm	22	23 Tour Marketing Meeting 8:30 - 9 am	24 SCCP: Schools 9:30 am Online Election Closes	25
26	27 Budget & Finance 10 am	28 Events & Community Relations 11 am	29	30 Tour Marketing Meeting 8:30 - 9 am	31	