



Monday, January 4, 2021

## NEW! 2020 Real Estate Navigators Panel

Reserve your seat at our "Leading Real Estate Navigators" Panel on January 29! Learn key takeaways from a diverse group of agents who successfully traversed 2020. Speakers: *Danielle Silveira, Century 21 MM, Marvin Christie, Anderson Christie, Inc., Christine Pini, David Lyng, Erick Fernandez, Keller Williams.*

**Event date: Friday, January 29, 2021, 9:30 - 11 am via Zoom [RSVP](#)**

## First Tour of 2021 is this Thursday!

Pitch your listing, do a little virtual networking, share your wants and needs this **Thursday, January 7** at 9 am. [RSVP](#)

We'll see you there!

## COVID-19 Relief Grant Program available to REALTORS®

California has announced a new relief grant program for small businesses affected by the COVID-19 pandemic. The program provides micro grants ranging from \$5,000 to \$25,000 to eligible small businesses (including independent contractors and sole proprietors) impacted by COVID-19 and the related health and safety restrictions. The grant amount will be based on the business's annual revenue

## Expand Your Business and Horizons

REALTORS® know the importance of adapting and remaining relevant in today's marketplace. By developing a business practice rooted in inclusion and equality, you can help buyers of all cultural backgrounds achieve the dream of homeownership.

The At Home With Diversity® (AHWD) certification course teaches you how to work effectively with diverse populations so you

## Get Ahead on Your CE Today

With the arrival of the New Year, there's never been a better time to get ahead on your Continuing Education. That's why The CE Shop is offering 30% off all Continuing Education courses. Enroll today, by visiting [sccar.theceshop.com](http://sccar.theceshop.com) and use the promo code **JUMPIN** to save big while finishing your requirements early!

## Buyer Demand Remains Strong

Mortgage applications fell 5 percent last week but were still 26 percent higher than the same time a year prior. Buyer demand remains strong, with private showings in California up by double digits compared to 2019. [Read full article](#)

## We Need You!

Participation on a committee is an excellent way to acquaint yourself with the inner workings of the Association, network with your colleagues and contribute to the betterment of the Association and community. Members in good standing are encouraged to apply. Click here for more [information](#). Positions still being filled!

## Earn Your SRES Designation

NAR's Seniors Real Estate Specialists® (SRES®) designation course seeks to instill knowledge and understanding of and empathy for 50+ real estate clients and customers. Develop the business building skills and resources needed for specialization in the 50+ real estate market.

This is a two day course running on 1/21/2021 & 1/22/2021. [Read more](#)