

# REALTOR<sup>®</sup>

Your local association news source



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### KEY BILLING NOTICE

Key Payments are due April 30! Avoid a late fee by paying online [mysccar.org](https://mysccar.org).

## PRESIDENT'S MESSAGE

### Why Mentorship Matters

As I wrap up my first quarter of 2021 as your Association President I have been reflecting on the journey and thinking about the people who have had a positive influence on my life. Those that guided me on my pathway of personal growth, professional development and encouraged me to pursue leadership roles in all areas of my life.

I am grateful to my parents, peers, teachers, coaches, clergy, and professional colleagues for helping me learn, grow and continually challenge me to show up as my best version of myself every day. From the time we are born we are being influenced by those around us and our environment. For the first seven years or so of our lives, we really do not have much of a choice about who we choose to listen to or pay attention to. Our values are largely shaped by our parents, our close family and a relatively small circle of acquaintances.

*cont'd on page 2*



**Pete Cullen**  
2021 SCCAR President  
Bailey Properties

# President's Message Cont'd

As we grow and enter school our universe expands exponentially. Our teachers, coaches and peers add their perspectives to our developing identities of who we are and how we fit into the world around us. For folks in my demographic, television, advertising and movies were a powerful force in creating our worldview and how we related to others, ourselves, and the world around us. Those influences are still present and now include the internet, social media and our ubiquitous mobile devices.

It is now more important than ever to pay attention to and filter the constant input of information that bombards us every day. My mentor Brian Buffini continually poses these questions, what are you watching, what are you listening to, what are you reading, and who are you spending time with. I believe, to a very large degree, these choices will determine who we become and how we show up in the world. My strong advice is this, choose carefully.

I had the extreme good fortune to be born into a family that valued education, reading, meaningful conversation and travel. I was encouraged from an early age to respect other people's ideas and opinions, even if they were different from my own. That perspective has served me well.

I challenge everyone reading this article to seek wisdom, to seek out people who are living lives that exemplify whatever it is you define as success. Ask them to share their perspective and offer their advice on how you might learn, grow and improve. Learn to listen, listen to learn. Read broadly, through books we have access to the greatest minds that have ever lived. To paraphrase Mark Twain, the person who can read and doesn't, is no better off than the person who can't read. And, as another one of my mentors, Jim Rohn loved to say, leaders are readers!

When Steven Covey wrote the 7 Habits of Highly Effective People in 1989, he quoted a statistic that stated that the average American watched from 35 – 45 hours of television per week, more than most people spent in school or in their jobs. Consider swapping screen time for reading or a thoughtful conversation with a friend or colleague. Relationships matter, that's where the magic happens!

Consider being a mentor. When I started my real estate career close to twenty years ago, I did not fully understand how important mentorship could be for a new agent embarking on a new career. Now, as someone who has had the benefit of experience through the real estate "school of hard knocks", I make it my mission to be available to share my perspective and suggestions with new agents and to be a resource and a sounding board for them. What this has taught me, more than anything else, is that I have as much to learn from them as they as they do from me. From either side of this dialogue, I have found this timeless adage to be true, when the student is ready, the teacher will appear...

*With Gratitude and Appreciation,  
Your 2021 President, Pete Cullen*

**"...seek out people who are living lives that exemplify whatever it is you define as success."**



# SCCAR Board Adopts 2021-2023 Strategic Plan for the Association

The strategic plan is the "road map" that ensures the advancement of SCCAR's mission "Fostering a collaborative diverse community that enhances professionalism and integrity while advocating for home ownership, housing, and private property rights." and Vision "Preparing REALTORS® for a Successful Tomorrow."

## 2021-2023 SCCAR STRATEGIC PLAN

**MISSION:** Fostering a collaborative diverse community that enhances professionalism and integrity while advocating for home ownership, housing, and private property rights.

**VISION:** Preparing REALTORS® for a Successful Tomorrow.

**ADVOCACY**  
Mobilize REALTORS® on issues that affect private property rights, home ownership and the REALTOR® Party.

**GOALS:**

- Government Relations** - Continue outreach to local officials on housing and real estate issues through LGR and LCRC Committees. Connect members and officials quarterly on fair housing, permitting and zoning issues.
- State and National Alignment** - Collaborate with C.A.R. and NAR to leverage resources and lend support.
- Grassroots Member Engagement** - Increase monthly LGR Committee attendance to 25 members within 12 months. Utilize call-to-action and policy alerts to mobilize membership; offer yearly training on how to be appointed or elected to public boards and councils.
- Fair Housing and Equal Opportunity** - Initiate two classes and one program each year focused on fair housing and public policy issues elevating community, government and members understanding.
- Political Action Committees** - Engage members in RAF, recognizing them with the Wall of Fame and Centennial members; surpass the 38% market share reported by C.A.R.

**MEMBER SERVICE**  
Provide opportunities and events, tools, and services to support the success of REALTORS®.

**GOALS:**

- Value** - Identify and provide the tools and services supporting success. Promote access to CAR and NAR resources.
- Broker Relations** - Increase outreach to brokers, encouraging their involvement in leadership and input.
- MLS** - Maintain the integrity of the MLS, providing support and training.
- Member Involvement** - Continue membership growth trend by being the essential resource for REALTORS® and affiliates. Provide opportunities for engagement.
- Committee Engagement** - Position committees as opportunities for members to engage in the association and to network.

**LEADERSHIP**  
Position SCCAR as a dynamic professional association with dedicated leaders and resources.

**GOALS:**

- Leadership** - Maintain the development of a great leadership team including volunteers and professional staffing.
- Diversity, Equity, and Inclusion** - Integrate the principles of diversity in every aspect of the association.
- Strategic Plan** - Rely on the strategic plan to drive association work, adding metrics and accountability, and keeping members informed.
- Financial Stewardship** - Be excellent stewards of the association's finances, real and intellectual property.
- Tours** - Tour meetings to be hosted by a board of director.

**VALUES**  
Integrity, trust and commitment to our members and our community

Ethical, visionary, professional, and solution-based

Service, knowledge, respect, dependable and consensus building

Celebrating diversity and promoting inclusivity.

**COMMUNITY**  
Enhance public awareness of the contributions of REALTORS® within our community.

**GOALS:**

- Community Service** - Position SCCAR and REALTORS® as a force in community relations through special projects and promotions related to contributing time, resources, and expertise.
- REALTORS® CARE** - Improve the public image and awareness of how members contribute through volunteer service and leadership. Utilize traditional media, social media, and potential advertising.
- Housing Foundation** - Increase awareness and use of the Foundation supporting its purpose regarding first time home buyer assistance.

**PROFESSIONALISM**  
Deliver superior education to uphold standards of excellence.

**GOALS:**

- Education** - Deliver relevant education through the pandemic and beyond, using multiple delivery platforms.
- Ethics and Diversity** - Ensure that members are versed and compliant with the NAR Code of Ethics, Fairhaven, C2EX and have training in diversity, equality and inclusion.
- Grievance Process** - Explore ways to process grievances before they reach the formal filing.

[Click here for a full page version](#)

GAME CHANGER

**RISING STAR AWARDS**

**UP-AND-COMING. TALENTED. MAKING WAVES.**

SOUND LIKE SOMEONE YOU KNOW?

**C.A.R.'S RISING STAR PROGRAM IS NOW OPEN FOR 2021!**

NOMINATIONS ARE BEING ACCEPTED THROUGH MAY 31

CALIFORNIA ASSOCIATION OF REALTORS®

[car.org/difference/Rising-Star](https://car.org/difference/Rising-Star)

**CLICK HERE FOR MORE INFO!**

## Applications are Now Open for the Rising Star Awards!

C.A.R. is looking to recognize ambitious new members who represent the next generation of leading agents. The Rising Star Awards will honor new talent entering the industry and help boost their growing careers. To highlight the dedicated real estate professionals who served their clients through the pandemic, C.A.R. is recognizing agents for two separate production years, 2019 and 2020.

Sound like one of your agents or someone in your office? Click [here](#) to nominate a deserving candidate now! Applications are due by **May 31**.

## Your Zero Moments of Truth

*There are 3 critical moments in the customer service process. Know them and you'll better serve your customers.*

By Larry Kendall, author of "Ninja Selling"

A Moment of Truth is when the customer touches your process. The term was popularized in 1987 by Jan Carlzon, former CEO of Scandinavian Airlines in his book titled "Moments of Truth." One of his secrets to delivering a "wow!" level of service is to manage your Moments of Truth. What does the customer experience when they see your yard sign or newsletter, when they ask a friend about you, when they come to your office, hear your voice on the phone, explore your website, or meet you face to face? Elevate each of these moments to deliver a memorable experience.

In 2011, Google coined the term Zero Moments of Truth in their ebook "ZMOT." These are the critical moments in the process when the customer makes a decision, or partial decision, to buy your product or service. In real estate, there are three critical ZMOTs that you need to manage.



What does the customer experience when they see your yard sign or newsletter, when they ask a friend about you, when they come to your office, hear your voice on the phone, explore your website, or meet you face to face?

**Elevate each of these moments to deliver a memorable experience.**

**Zero Moment of Truth #1:** The customer is introduced (or reintroduced) to you through advertising, personal interaction or a referral. Most people, on average, know 12 Realtors. Your goal is to be the Top-of-the-Mind Realtor through your Frequency of Interaction (we call FLOW), and by building relationships, which lead to referrals. This is a critical moment when the customer is making a preliminary decision on which of their known 12 Realtors to consider. They decide you may be the one and they move to the next step.

**Zero Moment of Truth #2:** This ZMOT is relatively new, as it was introduced with the invention of the internet. It is a game changer. Pre-internet, there were only two Zero Moments of Truth. Customers simply went from top-of-mind awareness (ZMOT #1) to an appointment with you (ZMOT #3). Today they go through this important intermediate step: They check you out online first. What do you look like? What's your track record? How do you market homes? Based on this due diligence, they decide to contact you and go to ZMOT #3.

**Zero Moment of Truth #3:** How do you handle the appointment? Customers are looking for the "three Cs"—competence, confidence, and connection. Do they feel you are competent to do the job? Do they have confidence (trust) in you? Do they feel that you're personally connected, that you care about them and that you're there to help them move to the next chapter of their lives?

In my experience and research, Realtors need to pay more attention to ZMOT #2, and here's why: Most of the

decision about buying a home or hiring a Realtor to sell one is made in ZMOT #2. Here are two telling statistics from the 2020 Profile of Home Buyers and Sellers, which is published by the National Association of Realtors.

1. For buyers: Buyers looked at an average of nine homes before writing a contract. Interestingly, five of those nine were "virtual viewing" on the internet. Only four homes were physically inspected. How your listing shows up online (ZMOT #2) will determine if it makes the finals.

2. For sellers: A whopping 77% of sellers chose to only interview one Realtor. Basically, they made their decision in ZMOT #2. If the Realtor does a reasonable job in the interview, they have the listing. If the Realtor or the Realtor's marketing materials don't show well online (ZMOT #2), they never even get the appointment.

What does this research tell us? How you and your listings show up online is critical in ZMOT #2. Are your listings presented with staging, professional photography, video and floor plans? Or are you "cheaping out" because the hot market doesn't require you to invest in quality marketing to sell the home?

Remember this real estate axiom: "Your greatest expense is the money you don't make." Your next listing is embedded in your current listing. Sellers are checking out you and your marketing online right now. How are you showing up? Will you be the one? This is your most important Zero Moment of Truth.

A whopping 77% of sellers chose to only interview one Realtor. Basically, they made their decision in ZMOT #2. If the Realtor does a reasonable job in the interview, they have the listing.



## Education & Event Highlights

Find a complete line up of classes on our website at [mysccar.org](https://mysccar.org)

### May 3: All About ADU's

All About ADU's is part of our SCCP series, but can be taken independent of the series. Speakers: Daisy Allen, Senior Planner County of Santa Cruz & Breanna Sherman, Associate Planner City of Santa Cruz

### May 5: Elder Abuse & Real Estate

Real Estate trends come and go based upon economics but one trend that stays the same, financial elder abuse. Learn why seniors are a ripe target for scams and abuse, the best way to handle a listing with others involved, what a Power of Attorney is and why it is being used and Trust and Probate requirements.

### May 12: How to Successfully Navigate a Multi-Offer Market

Learn best practices, counteroffer strategies, presentation, management and response of multiple offer situations and more from our panel of experts! Speakers: Julie Hansmann, David Lyng Real Estate, Jayson Madani, Room Real Estate, Chris Clayton, Anderson Christie, Inc., Jordan Mott, Intero

## How to Successfully Navigate a Multi-Offer Market



**Julie Hansmann,**  
David Lyng Real Estate



**Jayson Madani**  
Room Real Estate



**Chris Clayton**  
Anderson Christie, Inc.



**Jordan Mott**  
Intero



**Wed., May 12, 2021**  
**9:30 - 11:30 AM**  
via Zoom

Learn best practices, counteroffer strategies, presentation, management and response of multiple offer situations and more from our panel of experts!



Santa Cruz County Association of REALTORS®  
#edcomm

**BONUS: Complete Your 2021 C2EX Training and be entered to win \$100 gift card from SCCAR!**

# PUMP UP THE VOLUME.

**Better yourself. Better your business. Better get ready.**  
 Stand out and realize superstardom! Earn your C2EX Endorsement to elevate your expertise and score main stage gigs. Your revved-up reputation sets you up for the big show as you cultivate community connections, boost business, and position yourself as a top-of-the-charts REALTOR® and market powerhouse.



Amp up your career at **C2EX.realtor**



## SCCAR's Education Committee Bringing you top notch training!



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. The SCCAR Education is no exception. This group meets monthly to research, plan and present timely and relevant education to our membership. The goal is to meet the present and future needs of members working within the Association's Strategic Plan.

For more information or to  
 join a committee email:  
[contact@mysccar.org](mailto:contact@mysccar.org)

*As an SCCAR member in good standing,  
 we encourage you to apply for service!*

**DEPENDABLE and KNOWLEDGEABLE**  
 agent seeks customers looking for real **PROTECTION** and long-term **RELATIONSHIP**.

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 Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.  
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State Farm Mutual Automobile Insurance Company,  
 State Farm Indemnity Company, State Farm Fire and Casualty Company,  
 State Farm General Insurance Company, Bloomington, IL

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**NEW REALTORS®**

Kendra Antonelli, Coldwell Banker Realty  
 Stephanie Baker, Sol Property Advisors  
 Jeana Beech, Keller Williams Realty - SC  
 Carolyn Belardi, John Fuchs Properties  
 Phoebe Benet, Sol Property Advisors  
 Carlie Costigliolo, eXp Realty  
 Loren Goodman, Miritz RE  
 Charles Griffen, Shoemaker Commercial RE  
 Teresa Huntley, David Lyng Real Estate  
 Jamie Jarrard, Sereno Group  
 Fabian Jimenez, Berkshire Hathaway-Real Time  
 Sarah Jukes, Sereno Group  
 Marc MacDonald, The Turtle Stone Group  
 Steven Miller, Keller Williams Realty - SC  
 Raeone Miller, Keller Williams Realty - SC  
 Sarah Morgan, eXp Realty  
 Loren Morse, eXp Realty  
 Kelly L. Potter, California Real Estate  
 Gina Provenzano, eXp Realty  
 Catherine Rathbun, Bailey Properties, Inc.  
 Janiece Rodriguez, Sol Property Advisors  
 Michelle Runzler, David Lyng & Associates  
 Peter Truman, Coldwell Banker Realty

**TRANSFERS**

Christina Amador, Keller Williams Realty - SC  
 Bjorn Berg, eXp Realty  
 Sloane Devoto, USA Realty & Loans  
 Alison Ekers, eXp Realty  
 Gabrielle Geise, eXp Realty  
 Spencer Hays, eXp Realty  
 Angela Heredia, eXp Realty  
 Tammy Hilleary, eXp Realty  
 Stephanie Jacobs, The Turtle Stone Group  
 Rose Kajisa, Bailey Properties, Inc.  
 Haley Kepler, eXp Realty  
 Michael Loreda, eXp Realty  
 Richelle Maxwel, Keller Williams Realty - SC  
 Tarra McPartland, eXp Realty  
 Jessica McVey, eXp Realty  
 Nicole Tonti, eXp Realty  
 Jennifer Palesano, eXp Realty  
 Amber Snell, eXp Realty  
 Tom Stelling, David Lyng Real Estate  
 Ben Strock, eXp Realty  
 Woutje Swets, eXp Realty  
 Darcy Thole, David Lyng Real Estate  
 Sarah Thorp-Fairshter, eXp Realty  
 Christine Welch, eXp Realty  
 Rose Wood, eXp Realty

**LIFRO**

Athena Abbott, Flat Rate Realty  
 Derek Fischer, El Camino Realty  
 Megan Gooch, JR Parrish – Santa Cruz  
 Larry Hattis, Monterey Bay Properties  
 Christopher Lambrechts, Miritz Real Estate, Inc.  
 Erik Nielson, Anderson Christie, Inc.

Natalie Singley, Barbic Properties  
 Kim Stoner, Shaffer & Associates  
 Sara Welch, Century 21 Sandcastle Realty

**NEW AFFILIATE**

Richard Trowbridge, Turnkey Vacation Rentals



**Learn about REALTOR Benefits® Program Partners**



**Share a story.  
Move a bill**

Do you use a “handyperson” to complete any small projects? [C.A.R. wants to hear from you.](#) We are sponsoring SB 304. If passed, this bill would increase the handyperson threshold from the current \$500.00 (for labor and materials). The original amount of \$500 has not been raised for the past 23 years, despite material and labor costs significantly increased over that time. This bill simply raises the current outdated and inadequate \$500 limit to \$1,000.

Your voice is critical for us as we move this bill through the various stages in the legislature. Send us your story of using a handyperson on any small projects—the costs, what the project was. We want the legislature to understand that \$500.00 is no longer a sufficient amount! Share your story [here](#). Please provide us with any many details as possible on your small project and using a handyperson.



## Santa Cruz County Housing Statistics

| March 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   | 33         | 32         | 17         | 37        | \$1,895,073         | \$1,405,000       | \$781          | 109%        | \$32,216,250         | 1,989             | 23,497           | 2                   |
| Ben Lomond  | 9          | 13         | 5          | 38        | \$729,000           | \$825,000         | \$566          | 102%        | \$3,645,000          | 1,333             | 8,250            | 4.3                 |
| Boulder Creek   | 18         | 21         | 18         | 28        | \$688,111           | \$670,000         | \$590          | 106%        | \$12,386,000         | 1,261             | 82,933           | 1.3                 |
| Brookdale   | 0          | 0          | 1          | 43        | \$769,000           | \$769,000         | \$715          | 100%        | \$769,000            | 1,076             | 10,019           | 0                   |
| Capitola  | 10         | 8          | 4          | 81        | \$1,440,500         | \$1,487,500       | \$938          | 100%        | \$5,762,000          | 1,590             | 2,984            | 2.4                 |
| Corralitos  | 2          | 5          | 2          | 61        | \$1,100,000         | \$1,100,000       | \$563          | 106%        | \$2,200,000          | 2,031             | 212,551          | 3.8                 |
| Davenport   | 0          | 1          | 0          |           |                     |                   |                |             |                      |                   |                  |                     |
| Felton  | 13         | 15         | 9          | 32        | \$777,322           | \$689,900         | \$560          | 105%        | \$6,995,900          | 1,389             | 18,073           | 2                   |
| Freedom   | 2          | 3          | 1          | 7         | \$575,000           | \$575,000         | \$639          | 105%        | \$575,000            | 900               | 5,968            | 1.8                 |
| La Selva Beach  | 2          | 6          | 1          | 6         | \$980,000           | \$980,000         | \$638          | 103%        | \$980,000            | 1,536             | 15,420           | 2.6                 |
| LOS GATOS   | 9          | 16         | 6          | 151       | \$1,275,166         | \$1,482,500       | \$534          | 105%        | \$7,651,000          | 2,419             | 187,656          | 1.9                 |
| Mount Hermon  | 2          | 1          | 1          | 8         | \$665,000           | \$665,000         | \$584          | 102%        | \$665,000            | 1,138             | 4,704            | 3                   |
| Santa Cruz  | 66         | 69         | 41         | 34        | \$1,499,172         | \$1,342,000       | \$754          | 106%        | \$61,466,070         | 2,103             | 48,344           | 1.8                 |
| Scotts Valley   | 23         | 26         | 20         | 25        | \$1,326,900         | \$1,237,500       | \$617          | 106%        | \$26,538,000         | 2,195             | 13,041           | 2.3                 |
| Soquel  | 9          | 13         | 10         | 66        | \$1,280,100         | \$1,037,500       | \$593          | 102%        | \$12,801,000         | 1,971             | 87,913           | 2.2                 |
| Watsonville   | 25         | 30         | 13         | 54        | \$934,538           | \$770,000         | \$453          | 99%         | \$12,149,000         | 2,159             | 96,324           | 2.1                 |
| <b>Summary</b>  | <b>223</b> | <b>259</b> | <b>149</b> | <b>45</b> | <b>\$ 1,062,325</b> | <b>\$980,000</b>  | <b>\$593</b>   | <b>104%</b> | <b>\$186,799,220</b> | <b>1,673</b>      | <b>54,512</b>    | <b>2.2</b>          |

| March 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   | 15        | 18        | 10        | 60        | \$728,025        | \$732,000         | \$673          | 101%        | \$7,280,250          | 1,061             | 1,082            | 2.5                 |
| Boulder Creek   | 0         | 0         | 1         | 57        | \$510,000        | \$510,000         | \$367          | 99%         | \$510,000            | 1,391             |                  | 0                   |
| Capitola  | 6         | 6         | 7         | 12        | \$750,857        | \$670,000         | \$695          | 102%        | \$5,256,000          | 865               | 828              | 1.3                 |
| Freedom   | 0         | 0         | 1         | 6         | \$635,000        | \$635,000         | \$386          | 107%        | \$635,000            | 1,644             | 2,309            | 0                   |
| La Selva Beach  | 2         | 1         | 0         |           |                  |                   |                |             |                      |                   |                  |                     |
| Santa Cruz  | 16        | 17        | 18        | 46        | \$718,427        | \$643,750         | \$571          | 101%        | \$12,931,700         | 1,129             | 1,084            | 1.2                 |
| Scotts Valley   | 0         | 4         | 4         | 15        | \$749,500        | \$750,000         | \$517          | 105%        | \$2,998,000          | 1,429             | 1,644            | 0.9                 |
| Soquel  | 0         | 0         | 2         | 14        | \$376,764        | \$376,764         | \$347          | 100%        | \$753,528            | 1,087             | 958              | 0                   |
| Watsonville   | 11        | 11        | 8         | 50        | \$584,250        | \$441,000         | \$406          | 102%        | \$4,674,000          | 1,232             | 1,917            | 1.7                 |
| <b>Summary</b>  | <b>50</b> | <b>57</b> | <b>51</b> | <b>33</b> | <b>\$631,603</b> | <b>\$639,375</b>  | <b>\$462</b>   | <b>102%</b> | <b>\$ 35,038,478</b> | <b>1,230</b>      | <b>1,403</b>     | <b>1.0</b>          |

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

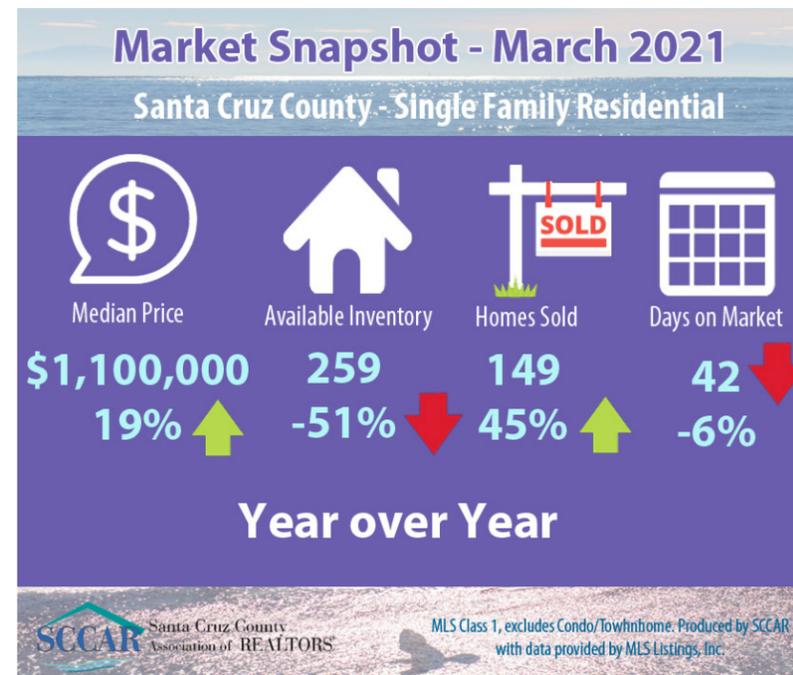
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## Quarterly Santa Cruz County Housing Statistics

| Q1 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 |
| Adult Village  | 10  | 4         | 8    | 7        | \$528,562       | \$488,500         | \$445.00       | 104%       | \$4,228,500  | 1,185             | 4,917            | 1.5                 |
| Aptos  | 20  | 13        | 14   | 57       | \$1,170,357     | \$1,195,000       | \$653.00       | 103%       | \$16,385,000 | 1,789             | 133,365          | 2.8                 |
| Ben Lomond   | 16  | 11        | 9    | 42       | \$771,777       | \$745,000         | \$566.00       | 101%       | \$6,946,000  | 1,368             | 13,039           | 3.7                 |
| Boulder Creek  | 55  | 20        | 49   | 33       | \$768,066       | \$775,000         | \$500.00       | 102%       | \$37,635,277 | 1,619             | 82,632           | 1.2                 |
| Brookdale  | 0   | 0         | 2    | 75       | \$697,500       | \$697,500         | \$568.00       | 100%       | \$1,395,000  | 1,280             | 7,754            | 0                   |
| Capitola   | 20  | 8         | 10   | 40       | \$1,439,200     | \$1,487,500       | \$1,027.00     | 101%       | \$14,392,000 | 1,440             | 3,764            | 2.4                 |
| Corralitos   | 10  | 9         | 6    | 99       | \$949,605       | \$872,191         | \$602.00       | 99%        | \$5,697,632  | 1,629             | 181,783          | 4.5                 |
| Davenport  | 2   | 1         | 0    |          |                 |                   |                |            |              |                   |                  |                     |
| Felton   | 20  | 12        | 11   | 31       | \$854,818       | \$850,000         | \$689.00       | 106%       | \$9,403,000  | 1,337             | 18,865           | 3.3                 |
| La Selva Beach   | 10  | 9         | 10   | 70       | \$1,474,100     | \$1,377,000       | \$638.00       | 98%        | \$14,741,000 | 1,915             | 13,711           | 2.7                 |
| Scotts Valley  | 41  | 13        | 30   | 31       | \$1,348,800     | \$1,200,000       | \$577.00       | 103%       | \$40,464,000 | 2,385             | 21,982           | 1.3                 |
| Seacliff   | 15  | 4         | 7    | 12       | \$1,228,875     | \$1,025,000       | \$869.00       | 115%       | \$8,602,125  | 1,264             | 4,207            | 1.7                 |
| Soquel   | 32  | 18        | 27   | 41       | \$1,358,296     | \$1,151,000       | \$577.00       | 105%       | \$36,674,000 | 2,279             | 105,044          | 2                   |
| Watsonville  | 12  | 6         | 14   | 36       | \$657,698       | \$682,500         | \$397.00       | 102%       | \$9,207,777  | 1,859             | 5,946            | 1.3                 |
| Empire Grade Road                                      | 8   | 4         | 12   | 28       | \$1,196,041     | \$1,160,000       | \$510.00       | 104%       | \$14,352,500 | 2,416             | 125,250          | 1                   |
| Bonny Doon Central                                     | 3   | 2         | 1    | 3        | \$1,200,000     | \$1,200,000       | \$355.00       | 120%       | \$1,200,000  | 3,383             | 51,488           | 6                   |
| College Road   | 0   | 0         | 3    | 226      | \$1,073,333     | \$970,000         | \$456.00       | 95%        | \$3,220,000  | 3,130             | 142,456          | 0                   |
| Rio Del Mar/Seascape                                   | 31  | 14        | 26   | 56       | \$1,946,391     | \$1,657,500       | \$764.00       | 104%       | \$50,606,188 | 2,188             | 7,881            | 1.6                 |
| Live Oak   | 27  | 11        | 17   | 26       | \$1,293,026     | \$1,152,450       | \$757.00       | 104%       | \$21,981,450 | 1,613             | 7,677            | 1.9                 |
| East Santa Cruz  | 33  | 18        | 24   | 21       | \$1,192,437     | \$1,062,500       | \$784.00       | 107%       | \$28,618,500 | 1,527             | 6,913            | 2.3                 |
| Lompico-Zayante  | 13  | 6         | 12   | 32       | \$573,741       | \$602,500         | \$548.00       | 100%       | \$6,884,900  | 1,097             | 7,783            | 1.5                 |
| Los Gatos Mountains                                    | 25  | 17        | 25   | 101      | \$1,437,120     | \$1,375,000       | \$564.00       | 101%       | \$35,928,000 | 2,530             | 323,004          | 2                   |
| Larkin Valley  | 5   | 5         | 7    | 38       | \$1,307,142     | \$1,450,000       | \$515.00       | 104%       | \$9,150,000  | 2,313             | 90,560           | 2.1                 |
| Scotts Valley North                                    | 17  | 11        | 8    | 49       | \$2,088,250     | \$1,660,000       | \$468.00       | 96%        | \$16,706,000 | 3,425             | 221,437          | 4.1                 |
| West Santa Cruz  | 47  | 20        | 35   | 39       | \$1,597,983     | \$1,455,000       | \$831.00       | 105%       | \$55,929,410 | 1,947             | 10,690           | 1.7                 |
| Scotts Valley South                                    | 21  | 11        | 12   | 23       | \$1,562,500     | \$1,465,000       | \$724.00       | 103%       | \$18,750,000 | 2,226             | 21,847           | 2.8                 |
| Amesti / Green Valley Road                             | 17  | 12        | 10   | 21       | \$699,000       | \$589,500         | \$436.00       | 98%        | \$6,990,000  | 1,475             | 52,930           | 3.6                 |

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