

JULY 2012

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®



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# REALTOR®

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Consumers  
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## **July Events**

*Breakfast with the Mayors  
ATOSC Booth Kickoff*

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# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

REALTOR® is the official monthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

Santa Cruz County Association of REALTORS®  
2525 Main Street, Soquel, CA 95073  
(831) 464-2000 (831) 464- 2881 (fax)

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## Inside This Month's Newsletter

President's Message - page 3

C.E.O. Message - page 4

Annual Mayors' Breakfast - page 5

Foundation News & ATOSC - page 6

Legal Notes - page 7

Education Offerings - page 8

Government Affairs Report - page 9

Affiliate Spotlight - page 10

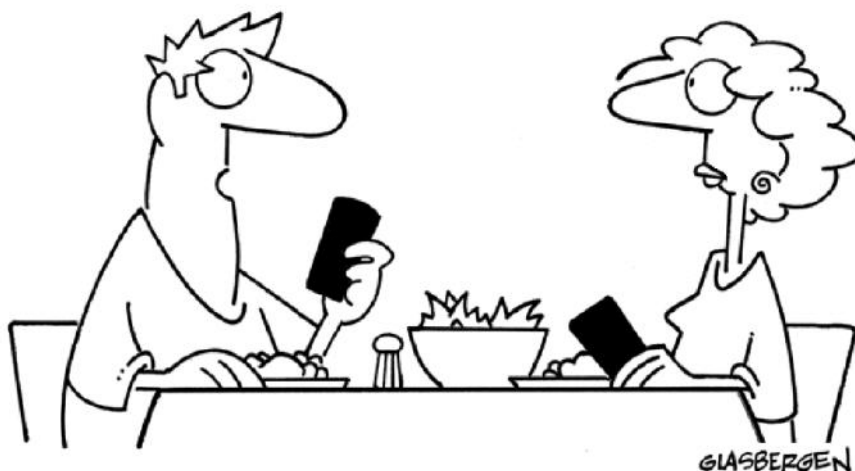
How Facebook Helped Close - page 10

Open House Weekend - page 11

MLS Update - page 12

Housing Statistics - page 13

Calendar - page 14



"I read on Facebook that you want me to pass the salt."

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



# Message From The President

## Help with Underwater Mortgages

**Barbara Palmer**  
2012 SCCAR President  
Bailey Properties, Inc.  
831-688-7434 [bpalmer@baileyproperties.com](mailto:bpalmer@baileyproperties.com)

Unsolicited help for underwater mortgages! Check your mail and ask your clients to check their mail as some banks, specifically Chase this month, have been sending offers of no-cost, no-appraisal refinance opportunities to their clients. This could change a payment by hundreds of dollars a month. The refinance opportunity that I personally know about went like this:

- Letter received from Chase with the offer to refinance the homeowner's adjustable rate loan, that was set to adjust next year
- The homeowner called the '800' number provided in the mailing. (Patience was required for this step.)
- Documents were received with instructions to sign and return notarized within 25 days
- 60 days from the date of returning the documents the payment is lowered

Kamala Harris, California Attorney General insisted on provisions to help homeowners with underwater mortgages before agreeing to sign off on a settlement that dealt with a court case against fraudulent mortgages. The Attorney General has reached a settlement with the following five banks: Bank of America, JPMorgan Chase, Citibank, Wells Fargo, and Ally Financial. Several of these banks are also known by other trade names, including Countrywide (a trade name for Bank of America); Washington Mutual and EMC Mortgage (Chase); CitiMortgage (Citibank); Wachovia (Wells Fargo); and GMAC (Ally Financial).

To qualify for a refinance under the settlement, the loan must be serviced and owned by one of the settling banks. Home owners must also be current on their mortgage and have no delinquencies within the past 12 months. They must also be underwater and their interest rate must be at least 5.25 percent. Unfortunately, the following types of loans are excluded from the refinance program: FHA Loans, VA Loans, and loans on manufactured homes. In addition, if the owner has been in bankruptcy in the last 24 months or has been in foreclosure in the last 24 months, they are ineligible.

Home owners should contact their loan servicer and see if their loan qualifies for a refinance under these terms, even if they have been refused in the past. They probably do not qualify for relief under the settlement unless the investor for the loan or the owner of the loan agrees to allow it to be modified. However, other options may be available. Owners should call HUD at

(800) 569-4287 to speak with a housing counselor regarding their circumstances.

C.A.R. and NAR have been advocating on behalf of homeowners of underwater mortgages, and distressed properties for 2 years. In addition, Attorney General Kamala Harris is shining a light on troubled mortgages and President Obama is attempting to make healthy homeownership a priority, as outlined in his "Homeowner Bill of Rights".

Now is a good time to be your own advocate or help your clients with their underwater mortgage. When the housing market is strengthened our country's economy will strengthen.

To acquire more information go to the California Attorney General's website: <http://oag.ca.gov/>



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# Message From Your C.E.O.

*Kathy Hartman, RCE*

# “There’s No Place like Home”

In any home or office the first impression is always a lasting impression. I have frequently been asked about when the carpet at the Association office will be replaced and want to thank all of you who have inquired. I can now confidently say, in “July”.

I know you are thinking “that’s great news!”, and yes while that is great news, now the complicated process of implementation begins. As part of that process, I have had to factor the cost, the timing and most of all the closure of the office in order to accomplish this feat.

The date for carpet removal and installation will be July 26 through July 30, 2012. The Association office will be closed from noon on Thursday, July 26<sup>th</sup> and will reopen at noon on Monday, July 30, 2012. Why so long you may ask? We have accumulated quite a bit of stuff over the years and will be ‘cleaning’ out as we pack up (yes this includes my office). The seminar/meeting room will be the designated location to store what we pack up and all office furniture and equipment.

Barring any surprise repairs to the floor, once the carpet is installed we will begin to reassemble the office. I bet you think we are done, right? Not yet! We will also be rearranging the office area to make better use of the space and to allow open access to our store.

The store is being moved to the receptionist area allowing members easier access to both the merchandise and customer service.



Norma will be moving into my current office to allow a more conducive meeting place for our existing and new members. A new area will be set up for office equipment and will also serve our Government Affairs Director as well as assisting our members with their keys.

Where will I be going? My new office will be located where our store is currently and will allow more organizational space.

I hope that you understand the process and time commitment this effort is going to take and know that Your Association will have a fresh new look and feel when we re-open.

## The Votes Have Been Counted!

The 2013 SCCAR Officers and Directors were voted in at our General Membership Election and Meeting held on June 15, 2012. Following the election, members heard the latest about what’s happening at

C.A.R. from our local C.A.R. Directors and a Legal Update from Association Attorney, Lloyd Williams. Keep an eye out in next month’s issue to learn more about your 2013 leadership!



*SCCAR President Barbara Palmer speaks to a full house*



*President-Elect, John Hickey sharing some C.A.R. news*



*Ballot counters, Keith Levine, Broker Member and Elaine Della-Santina, Keller Williams under the watchful eye of Norma I Milete, Membership Director.*

# What's happening in your neighborhood?

Find out from your local Mayors! The 4<sup>th</sup> Annual Mayors Breakfast is slated for Wednesday, July 11, 2012 at the SCCAR office. This SCCAR event is sponsored by the Local Government Relations Committee (LGR).

Each Mayor will be allocated time to give a "State of the City" address to our members. Following that, members have an opportunity to present questions. This year as an added benefit, we have invited a representative from the County Board of Supervisors to give us a "State of the County" address in addition to the Cities. Below are the bios of those that have confirmed, as of the date of this writing. THIS EVENT ALWAYS SELLS OUT and space IS limited. Make your reservation today!!

FREE to SCCAR Members who contributed an additional \$49 to REALTOR® Action Fund in 2012 or \$20 in advance. [Register online](#) , download and complete an [event flier](#) or call 831-464-2000.



**Mayor Don Lane, City of Santa Cruz**, a fourth generation Californian, arrived in Santa Cruz in 1973 at the age of 17 to study politics and history at UCSC. After graduating with honors, he staffed the local election campaign of then Congress member Leon Panetta. Don spent many years working for and managing the Saturn Café. He also found time to return to community involvement, serving on the City Water Commission and the City Public Works Commission. He was also active in the local Democratic Party, serving as chair of the Santa Cruz County Democratic Party and as president of a local Democratic Club. Don has served in multiple capacities in the City of Santa Cruz and community groups; leading to his serving as Santa Cruz Mayor in 2012.

**Mayor Donna Lind, City of Scotts Valley**, began her 40-year career with the City of Scotts Valley as Secretary, taking the minutes for City Council and Planning Commission Meetings. She later became an emergency dispatcher/supervisor, police officer, juvenile officer, investigator and finally police sergeant. Donna has worked with various organizations of local, state and federal government.

Since her retirement, she has continued her civic involvement as President of the Fallen Officer Foundation, Secretary of the Scotts Valley Chamber of Commerce Ambassadors, and a volunteer for Special Olympics. She also continues to serve the Scotts Valley Police Department volunteering her time as a Reserve Police Officer and member of the Hostage Negotiation Team.



**Vice Mayor Stephanie Harlan, City of Capitola**, began her volunteer work for the National Marine Sanctuary Program in the early 1990's working to win designation for the Monterey Bay National Marine Sanctuary. She received the National Marine Sanctuary Foundation Volunteer of the Year Award in Washington DC in 2004. She promoted the sanctuary as both a citizen and member of the Capitola City Council, where she now serves as Vice Mayor. Ms. Harlan has gone on to serve as the Sanctuary Advisory Council Chair for the Monterey Bay National Marine Sanctuary. She is also the Chair of the Santa Cruz County Sanctuary/Inter-Agency Task Force and is a leader in the Monterey Bay Sanctuary Scenic Trail. Ms. Harlan has a nursing degree from Cabrillo College and a BA in music from UC Berkeley.



# Raising Needed Funds Was Never so Much Fun!

Genie Lawless, 2012 SCAORHF Chair  
David Lyng Real Estate  
[glawless@davidlyng.com](mailto:glawless@davidlyng.com)



Summer is here and 2012 is already half gone! The Santa Cruz Association of REALTORS® Housing Foundation has already provided funds to over 16 local first time homebuyers through our Closing Cost and HOA Assistance grant programs. The funding of these programs comes in large part from fundraising events and donations. A successful fundraising event takes time and effort to orchestrate.

So, we're asking for your help. We are gearing up for the 2012 'A Taste of Santa Cruz' (October 25<sup>th</sup> at the Coconut Grove) which is our biggest annual fund raiser, not to mention a really fun night with fabulous food and wine. We're tweaking some of the details for a more streamlined event and volunteers are what we're looking for. Here's a list of volunteer positions that we are in need of:

- Time commitment: 1 hour / week for 16 weeks:
- 1 person to create a silent auction table monitor schedule
  - 1 person to recruit table monitors
  - 2 people to be restaurant liaisons
  - 2 people to be booth sponsor liaisons
  - 1 person to follow up on ticket sales w/ sponsors
  - 1 person to coordinate auction payments and personnel
  - 2 people to act as project managers (work with SCCAOR Staff & HF Trustees)

That's less than 20 people to work together for 16 weeks to pull in what we hope to be \$40,000+ for future closing costs grants! Volunteer alone, or grab a partner, but let's get it done! Who knows, the time commitment may be even less if the work is completed sooner. For more info and job descriptions, contact Andrea Harbert at (831)464-2000 or Genie Lawless at (831)464-4447.

Interested in being seen at THE culinary extravaganza event of the year? Then be sure to attend the ATOSC booth kickoff and become a Booth Sponsor on Tuesday, July 10<sup>th</sup> from 12 – 3 pm. Booth

## Ink This Into Your Calendar, ATOSC Booth Kickoff is on the Books!



spaces are chosen on a first come first served basis, so be sure to get here early. Please bring a [sponsorship packet](#) and payment the day of the kickoff. This event draws nearly 800 attendees every year and exposes you and your company to the Santa Cruz community. The 8<sup>th</sup> Annual 'A Taste of Santa Cruz' is slated for October 25<sup>th</sup> at the Coconut Grove 5:30 – 9 pm.

All proceeds from this event fund the Santa Cruz Association of REALTORS® Housing Foundation's Closing Cost Assistance Grant Program, whose grants help low income first time homebuyers in Santa Cruz County become home owners.

Keep up on who will be there and what's happening by following us on [twitter](#).



*"Golf is a game who's aim it is to hit a very small ball into an even smaller hole with weapons singularly ill-designed for the purpose."*

*Winston S. Churchill (1937)*

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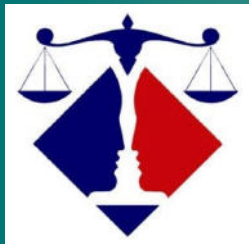
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# 2012 C.A.R. FORMS UPDATE

Terry Rein  
Bosso Williams, APC

**Real Estate  
Legal  
Matters**

There are several new and revised C.A.R. forms. Some of the more important changes are outlined in this article.

## SHORT SALE ADDENDUM (SSA 4/12).

The short sale addendum has been revised to clarify issues relating to cancellation of a short sale purchase agreement before the contingency date and clarifying how a short sale listing agent should proceed in the event of multiple offers.

The SSA form adds the following sentence to paragraph 1A: *"If Buyer or Seller cancels this Agreement prior to the Short Sale Contingency Date, that party may be in breach of the Agreement unless the cancellation is made pursuant to some other paragraph in this addendum or in the Agreement, whether or not the time periods in the Agreement have commenced."* The revised form indicates that an enforceable agreement between the Buyer and Seller exists prior to short sale lender approval, unless otherwise provided elsewhere in the SSA form or in the Agreement.

The existing SSA form states that after Buyer's acceptance of the offer, Seller has the right to continue to market the property and to accept backup offers (C.A.R. Form Purchase Agreement Addendum, PAA, Paragraph 1). The existing SSA form states that Seller will present any accepted backup offers that are received to the short sale lender. The new SSA form revises this clause to state that accepted backup offers will be presented to the short sale lender *subject to the short sale lender's requirements*. In other words, if the short sale lender does not require it, and the Seller has not required it, then backup offers would not need to be presented to the Short Sale Lender.

## OFFICE MANAGEMENT AGREEMENT (OMA 4/12)

In California, a real estate broker is required "to exercise reasonable supervision over the activities of their salespersons." Brokers may "assign to a branch manager supervisory responsibility over salespersons in branch offices," but the broker cannot "relinquish overall responsibility for supervising the acts of salespersons licensed to the broker." Prior to July 1, 2012, a broker might be disciplined for the actions of their branch manager, without any consequences to the branch manager. Effective July 1, 2012, Business and Professions Code Section 10164 and 10154 imposes legal responsibilities on branch managers, but it does not diminish the existing legal responsibilities for brokers. The new requirements include:

- The appointment of a branch manager and delegation of supervisory responsibility requires a written contract and notification to the DRE.
- The termination or change of a branch manager requires written notification to the DRE.

- A licensee cannot be appointed to a branch manager position if (a) the license is restricted or (b) the licensee is subject to disbarment or (c) the licensee has less than two years of full-time real estate experience within the preceding five years.

- The license of a branch manager can be suspended or revoked for failure to properly oversee and supervise the operations of the branch office.

The new C.A.R. form OMA has been revised to be consistent with this new legislation.

## PERSONAL ASSISTANT CONTRACT (PAC REVISED 4/12) and BROKER/ASSOCIATE-LICENSEE/ASSISTANTS THREE-PARTY AGREEMENT (TPA REVISED 4/12)

New legislation effective on January 1, 2012 prohibits the willful misclassification of independent contractors (Senate Bill 459 – California Labor Code Section 226.8). Penalties of between \$5,000 and \$25,000 for each violation can be imposed. In theory, if several individuals are misclassified, separate monetary penalties can be assessed.

Labor Code Section 226.8 states that employers who are found to have engaged in willful misclassification must "display prominently" for one year on their Internet websites a notice to employees and the general public announcing that the employer "has committed a serious violation of law by engaging in willful misclassification of employees." The notice must also state that any employee who believes he or she is being misclassified may contact the state Labor and Workforce Development Agency, whose mailing address, email address and telephone number must be listed in the notice.

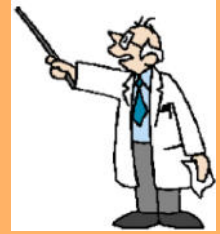
C.A.R. has revised the Personal Assistant Contract ("PAC") and the Broker/Associate-Licensee/Assistants Three-Party Agreement ("TPA") to comply with the new legislation. The revised forms provide, among other things, that the Assistant will be an at-will employee of the Associate-Licensee and that workers compensation insurance will be provided by the Associate-Licensee. Dispute resolution is limited to mediation. The dispute resolution portion was completely revised to eliminate mandatory arbitration because the arbitration clause used in the earlier forms was recently deemed unenforceable in *Wherry v. Award, Inc. (2011) 192 Cal.App.4th 1242, 123 Cal. Rptr.3d 1, review denied (April 27, 2011)*.

Under the new PAC and TPA agreements, the Associate-Licensee will be responsible for treating an Assistant as an employee and paying or withholding all applicable federal income tax, FICA (Social Security and Medicare), FUTA (Federal Unemployment Compensation), state income tax, and state unemployment compensation.

*Continued on Page 8*



# Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

### Matrix Easy 1 - Hands on Training

Friday, July 6, 10:30 am - 12 pm  
Cost: Free to SCCAR members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with the basic skill requirements for Matrix Search & Report. You will learn a select group of fundamental Matrix functions in this hands-on workshop. Please bring your laptop. Limited seating!

### Matrix Easy 2 - Hands on Training

Friday, July 6, 1 - 2:30 pm  
Cost: Free to SCCAR Members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with advanced skill requirements for Matrix Search & Report. You will learn a select group of fundamental Matrix functions in this hands-on workshop. Please bring your laptop.

### Matrix Essentials

Monday, July 16, 10:30 am - 12 pm  
Cost: Free to SCCAR Members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: Application Navigation, Inputting Search Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing

### SCCPRO

Wednesday, July 18, 9:30 am - 12 pm  
Cost: \$20 (seating is subject to availability)  
Instructor(s): Wanda Williams

The next in this 9 course series will cover major projects on the table, planning obstacles facing builders, historical registry, solutions to "red tags" and the biggest hurdles working with the county or city planning/building departments.

*Unless otherwise stated, all Education & Professional Development offerings are held at the SCCAR offices at 2525 Main Street, Soquel, CA 95073*





**2012 C.A.R. FORMS UPDATE**  
*Continued From Page 7*

### **PARKING AND STORAGE DISCLOSURE (PSD 11/12)**

To protect Realtors® from potential liability relating to failure to disclose inadequate garage or storage space, C.A.R. is providing a new statewide parking and storage disclosure form. This form states that in multi-unit housing, the size and location of parking and storage spaces are not always accurately depicted. Buyers are advised to personally inspect any assigned parking and storage spaces.

The disclosure also states that Seller and Broker do not warrant that such spaces are suitable for their intended use or meet any minimum requirements for location, dimension or accessibility. This form will be available on Zipforms® in November.

*This document is distributed for educational purposes only and is presented with the understanding that the information contained herein does not constitute legal advice.*

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# From the desk of Dale Gray

Government Affairs Director

## Government Affairs Report

The SCCAR Local Government Relations Committee (LGR) is currently watching and reporting on eleven (11) legislative related issues in Santa Cruz County. This is the most that we have had in our issues section since I started assisting the LGR Committee in 2009. Some already passed through the local legislative process and we are now monitoring the implementation, some flew under the radar, and some like water and DeSal plant concerns are just beginning. With every issue that arises, The LGR Committee asks, "is this real estate related" and if so, how involved should we be?

We have learned from our legislators locally, in Sacramento at C.A.R., and in Washington DC at NAR that the only thing that is truly being discussed are the things that have an economic impact, can be financed, or that do not have a negative fiscal impact.

### So why should the government have a role in housing?

NAR supports the free-market system for real estate financing. The ideal marketplace is one in which individual home buyers and multi-family developers transact business with private lenders. History reminds us, however, that the federal government plays an important role in regulating lenders and ensuring the smooth flow of capital. In tough economic times, private financing may simply choose to exit the market; the government provides gap financing when the private market does not or cannot participate. Without the active participation of the GSEs, and programs like the FHA, VA, and Rural Housing Services loan programs, there would be no money to fund home purchases and our ongoing housing recovery would not be possible. When private markets are healthy and we return to a more typical lending environment, the role of these entities should reduce. The government also protects borrowers against predatory lending practices that borrowers might otherwise not recognize. One of the lessons of the mortgage market meltdown is that banking regulators weren't doing enough to rein in bad lending practices.

### Consider and share this...

#### The Economic Impact of an Existing Home Purchase:

The National Association of REALTORS® estimates that each home sale at the median generates \$30,792 of economic impact before the historical relationship between new and existing sales is considered and \$58,529 of economic impact when that relationship is taken into account (2010).

#### Impact of Single Existing Home Purchase

##### Median Price \$173,000

Real Estate Industries	Furniture	Multiplier	Subtotal
\$15,570 +	\$5,235 +	\$9,987 =	\$30,792
Subtotal	New Housing	Total	
\$30,792 +	\$27,738 =	\$58,529	

#### Real Estate Industries:

We assume that commissions, fees, and moving expenses, or income to real estate industries, associated directly with the purchase are about 9 percent of the median home price.

#### Furniture:

Furniture and remodeling expenses are a little more than \$5,000 based on a Harvard Joint Center for Housing Studies figure.

#### Multiplier Effect:

The multiplier effect accounts for the fact that income earned in other sectors of the economy as a result of a home sale is then re-circulated into the economy. The National Association of REALTORS® macro-economic modeling suggests that the multiplier is between 1.34 and 1.62 in the first year or two after an autonomous increase in spending. This means that each dollar increase in direct housing activity will increase the overall GDP by \$1.34 to \$1.62.

#### New Housing:

Because existing home sales have historically been associated with new construction at a ratio of eight to one, we add in one-eighth of the new home price to approximate the value of this construction being added to GDP. The existing home price is not directly added to the economy because the home was produced or constructed in the past. Only the value-added service related to the sale of an existing home is included. When a new home is constructed, the entire price is added to the value of GDP because it is new production.



With media coverage of the real estate market and REALTORS®' role in the transaction under heightened scrutiny, Market Matters offers proactive solutions to help you make sense of the often conflicting and confusing data, market studies, and news reports about your industry and profession. Through C.A.R.'s efforts on the front lines, you'll be armed and ready to position yourself as the market expert with your clients, while demonstrating the knowledge, experience, and expertise a REALTOR® brings to the transaction.

[Click here](#) for a link to more information



## Affiliate Spotlight

Junk King  
 Mario Guzman  
 1-800-995-JUNK (5865)  
<http://monterey.junk-king.com>

Junk King is a full service junk removal and hauling company and is a fast, efficient, eco-friendly way to get rid of junk and unwanted items. We take everything except hazardous materials and recycle up to 60% of every full load that we pick up and sometimes even more.

No matter where the junk or unwanted items are located. Whether the junk is upstairs, downstairs, front yard, back yard, or side yard...we do all the work because you and your clients have more important things to do. Just point out the junk you want us to take and sit back and relax.

Our fees are based on the space the junk takes in the truck and include all labor and fees. We will match any written estimate and be happy to give a free estimate. Think of Junk King as an alternative to a dumpster service...our prices are competitive with an equivalent sized dumpster...and remember the fee we charge is all you pay, there are no hidden fees.

We service Monterey, Santa Cruz and San Benito counties.



## How I Closed 17 Deals Because of Facebook — Part 1

[Melanie Piche](#)

Every REALTOR® I know is on Facebook ... or at least they know they should be. And yet most REALTORS® don't get any results from it. Is Facebook a colossal waste of time for REALTORS®? Or are REALTORS® just taking the wrong approach?

I've been on Facebook since back when MySpace was still cool and I'd like to think I've learned a few things along the way. In 2011 my husband/real estate partner, Brendan Powell, and I generated 17 closed transactions strictly because of Facebook. And I'm going to tell you exactly how we did it.

**1. We had a Facebook strategy and understood our target market.** Like our online and print marketing efforts, we have a strategy, a plan, a target and a message for each one of our activities on Facebook, integrated into our overall marketing strategy. The experience someone has with us on Facebook isn't unlike the one they'll have with us at an open house, when reading our blog or when getting our postcard in the mail.

**2. We targeted our messages.** In our business, everyone you meet online is either a buyer or a seller, a source of referrals, or both. Yes, all 400 of your Facebook friends and all 150 of your business page fans are potential sources of business. Facebook allows you to tailor your message and target:

- Your *real sphere of influence*: people with whom you have real relationships in real life. These 10-15 people are your primary ambassadors and can be a huge source of referrals.

- Your *extended sphere of influence*: people who are your Facebook friends but who you aren't likely to see or talk to in real life — i.e., past co-workers, that guy you met at a bar, etc.
- "*Friends*" of your Facebook friends — yay, more referrals!

**3. We shared original content.** I know you don't want to hear this, but fewer than 1 percent of your Facebook fans will ever return to your page after the initial "Like." So don't waste your time and money designing the prettiest page.

Staying connected with your fans is really about ongoing, targeted and original content that appears in your fans' news feeds. [Visit Part 2 here.](#)

*Melanie Piche, Salesperson, Bosley Real Estate Ltd, Brokerage in Toronto, Canada.*

## Clean Your Fridge's Coils

Cleaning the back of your fridge--the coils and electric circuitry--increases energy efficiency. A refrigerator with dirty coils works harder, and uses 25 percent more energy compared with a fridge with clean coils. To clean the coils: Disconnect the power; pull the unit away from the wall; remove the grill covering the coils; and use a vacuum cleaner or a bottle brush to clean.

Connecting Consumers to REALTORS®!



## SCCAR's 2nd Annual Countywide Open House Weekend Saturday & Sunday, July 28 and 29

This event is designed to encourage consumers to visit open houses, learn the benefits of homeownership and further the dialogue with local SCCAR REALTORS®

### What you can expect from SCCAR:

- Local coverage in the Good Times & Sentinel
- Online and Social Media Promotion
- REALTOR® Balloons
- Event Signage for use the weekend of the event
- Discounted advertising in the Good Times & Sentinel

### What SCCAR members provide:

- Participation! Hold an Open House either or both Weekend Days
- Include event information in your marketing materials
- Display balloons and signage on event weekend

### Let Us Know You're Participating!

Email **'Yes I am Participating!'** to [andrea@mysccar.org](mailto:andrea@mysccar.org) or call SCCAR 831-464-2000.

Sponsored by:

**Santa Cruz Sentinel**  
www.santacruzsentinel.com

**GOOD TIMES**

Celebrating over 100 Years of Service  
**Santa Cruz County Association of REALTORS, Inc.**

# MLS UPDATE

## MLSlistings, Inc.

### *MLSlistings Matrix Update: Most Popular Features, and Most Requested Items*

Matrix, MLSlistings' in-house listing search system, was recently updated in response to subscriber requests. These updates were designed to make the system more user-friendly, and provide subscribers with an easier way to search and gain value from reports. We also moved a few things around to accommodate quicker functionality. Here are the most popular updates, as well as the features that have logged the most user questions.

Among the most popular updates:

**The speed bar, made even speedier:** New price shortcuts, such as \$500+ for \$500,000 mean fewer keystrokes to get to your results

**New dropdowns and tabs mean fewer clicks:** Hovering over a tab now displays a dropdown menu listing the options within it, cutting navigation clicks in half. And, new tabs in the top-right of each Matrix page let users move quickly from search criteria to map display to results list display, without taking time to load a new screen.

**Map display updates save time:** Users now can adjust the boundaries of the search area without re-drawing it, and the map

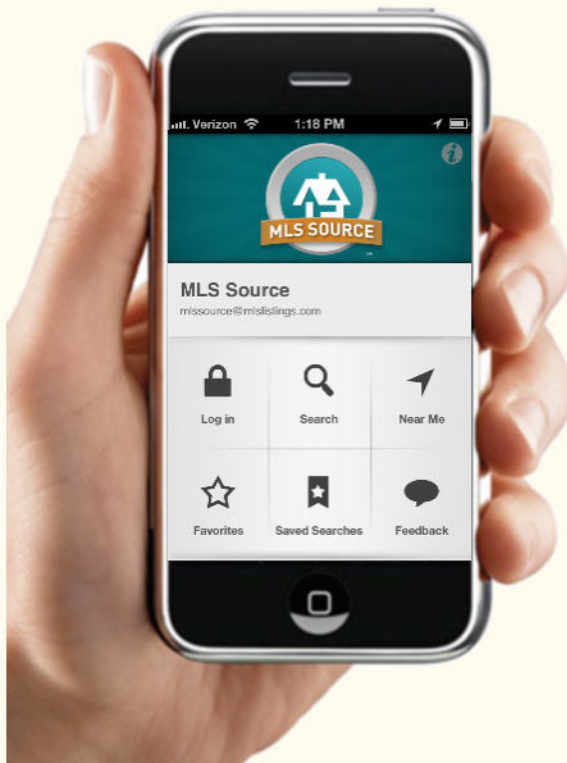
now auto-populates listings that meet the desired criteria within the map boundary

**New printing options eliminate steps, and pages:** New selections allow agents to print multiple reports (such as Agent Full and Agent 1 Line) simultaneously, as well as to select whether to include property history and all photos, agent header and footer, and other elements, or to just print the text report.

The top user questions, answered:

- Users can now find the Quick CMA report by clicking on Print, then Additional Reports
- To go to a specific address in the Map Search, click on 'Jump To' and select the last item in the list, Address.
- All reports now can be found under the Print button, from which users can PDF, preview or print the report directly.
- REOs and Short Sales now are accessible via Advanced Search.

For more about what's new in the latest Matrix update, visit MLSlistings' online [subscriber Portal](#).



## MLS Source Mobile App

- + Works on all major mobile devices
- + MLS data, updated hourly
- + Log in with your MLSlistings credentials
- + Free - download today!

<http://mlssource.ikenex.com>

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## Santa Cruz County Housing Statistics

## May 2012: Santa Cruz County - Single Family Residential

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	4	9	5	119	\$ 218,800	\$ 212,500	96.61	\$ 1,094,000
Amesti / Green Valley Road (54)	10	37	3	16	\$ 238,333	\$ 261,000	96.04	\$ 715,000
Aptos (49)	9	42	9	99	\$ 610,450	\$ 724,500	97.99	\$ 5,494,050
Ben Lomond (36)	7	25	8	14	\$ 504,025	\$ 517,600	100.64	\$ 4,032,200
Bonny Doon (32)	4	14	3	131	\$ 522,291	\$ 485,000	98.49	\$ 1,566,875
Boulder Creek (34)	13	53	11	88	\$ 324,000	\$ 325,000	95.53	\$ 3,564,000
Brookdale (35)	2	6	3	96	\$ 250,000	\$ 120,000	100.01	\$ 750,000
Capitola (44)	4	20	7	78	\$ 675,857	\$ 598,000	98.93	\$ 4,731,000
College Road (55)	1	2	0	0	\$ -	\$ -	.0	\$ -
Corralitos (53)	6	17	5	24	\$ 605,954	\$ 485,000	100.98	\$ 3,029,771
Davenport (31)	1	3	0	0	\$ -	\$ -	.0	\$ -
East of Highway 17 (50)	0	2	2	241	\$ 457,500	\$ 457,500	95.32	\$ 915,000
East Santa Cruz (42)	14	40	14	48	\$ 490,891	\$ 496,500	98.53	\$ 6,872,480
Felton (37)	9	24	4	133	\$ 296,250	\$ 315,500	102.35	\$ 1,185,000
La Selva Beach (51)	10	36	4	76	\$ 642,329	\$ 542,158	95.77	\$ 2,569,316
Larkin Valley (52)	8	13	1	34	\$ 190,000	\$ 190,000	95.0	\$ 190,000
Live Oak (45)	28	65	13	63	\$ 725,230	\$ 539,000	97.54	\$ 9,428,000
Lompico-Zayante (38)	5	14	2	48	\$ 400,000	\$ 400,000	99.50	\$ 800,000
Los Gatos Mountains (23)	22	63	19	108	\$ 728,973	\$ 650,000	98.65	\$ 13,850,500
Rio Del Mar/Seascape (48)	30	78	17	79	\$ 797,670	\$ 675,860	98.25	\$ 13,560,394
Scotts Valley (39)	17	35	15	55	\$ 626,923	\$ 603,000	97.32	\$ 9,403,858
Seacliff (47)	10	20	8	56	\$ 504,025	\$ 547,250	95.90	\$ 4,032,200
Soquel (46)	9	44	11	60	\$ 647,190	\$ 621,000	95.89	\$ 7,119,099
Unincorporated Santa Cruz/Scotts Valley North (41)	10	26	2	115	\$ 612,000	\$ 612,000	102.09	\$ 1,224,000
Unincorporated Santa Cruz/Scotts Valley South (40)	6	26	4	207	\$ 1,005,625	\$ 920,500	92.46	\$ 4,022,500
Watsonville (56)	14	62	28	77	\$ 274,442	\$ 280,500	98.12	\$ 7,684,400
West Santa Cruz (43)	18	59	20	44	\$ 693,746	\$ 591,250	100.53	\$ 13,874,920
Summary	271	835	218	75	\$ 558,296		98.04	\$ 121,708,563

## May 2012: Santa Cruz County - Common Interest Development

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Boulder Creek (34)	2	6	0	0	0	0	.0	\$ -
Capitola (44)	8	24	9	48	\$ 315,266	\$ 251,000	98.17	\$ 2,837,400
East Santa Cruz (42)	8	11	4	87	\$ 386,574	\$ 376,749	104.63	\$ 1,546,299
La Selva Beach (51)	1	27	3	319	\$ 569,166	\$ 629,500	95.66	\$ 1,707,500
Live Oak (45)	5	43	6	18	\$ 317,500	\$ 330,000	97.15	\$ 1,905,000
Rio Del Mar/Seascape (48)	5	38	2	48	\$ 395,000	\$ 395,000	96.58	\$ 790,000
Scotts Valley (39)	4	8	2	83	\$ 287,500	\$ 287,500	97.96	\$ 575,000
Seacliff (47)	0	22	2	134	\$ 432,000	\$ 432,000	98.18	\$ 864,000
Soquel (46)	2	8	2	135	\$ 302,500	\$ 302,500	99.34	\$ 605,000
Watsonville (56)	4	23	10	63	\$ 191,050	\$ 207,500	97.10	\$ 1,910,500
West Santa Cruz (43)	12	29	10	82	\$ 338,900	\$ 327,500	97.08	\$ 3,389,000
Summary	51	239	50	82	\$ 322,593		97.75	\$ 16,129,699

Data provided by MLS Listings, Inc.

# July 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Events & Community Relations 11 am	3	4 SCCAR Closed  Happy 4th of July	5 <a href="#">Tour Meeting</a> 8:30 am	6 Matrix Easy 1 10:30 am  Matrix Easy 2 1 pm	7
8	9	10 <a href="#">ATOSC Booth Kickoff!</a> 12—3 pm  Housing Foundation 2:30 pm	11 <a href="#">Mayor's Breakfast</a> 8:30 am	12 <a href="#">Tour Meeting</a> 8:30 am	13 Board of Directors: 8:30 am  Affiliate Committee 9 am	14
15	16 Matrix Essentials 10:30 am	17	18 SCCPRO 9:30 am - 12 pm	19 <a href="#">Tour Meeting</a> 8:30 am  <a href="#">Thirsty Thursday</a> 4 - 6 pm @ <i>Bittersweet Bistro</i>	20 New Member Orientation 8:30 am - 4:30 pm	21
22 	23	24	25 Budget & Finance 8:30 am	26 <a href="#">Tour Meeting</a> 8:30 am  Carpet Installation SCCAR Closing at 12 pm	27	28 <a href="#">Santa Cruz County Open House Weekend</a> 
29 <a href="#">Santa Cruz County Open House Weekend</a> 	30 Carpet Installation SCCAR Opening at 12 pm	31				



## Closing EXPO Luncheon: Plugging Into Your Potential

Noon to 1:30 p.m., Thursday, Oct. 4

### What You'll Learn ...

Heroes come in all shapes and sizes. All of us can have an unimaginable effect on one person with the simple concept of making him or her feel cared for, appreciated, and valued. We can all be someone's hero, and learn to rise above the personal challenges and obstacles in our own lives. Hear how J.R. Martinez used his own personal journey to become a hero and how his experiences can translate to yours. Learn how to tap into your best potential, rise above negativity, and find success in helping yourself and others. The more heroes we have, the better off our world will be.

**3 Days**  
**3 Remarkable Speakers**  
**Oct. 2-4**

Anaheim Convention Center

**Register Now!**



**PRE-EXPO**  
Tuesday Oct. 2



**J.R. Martinez**