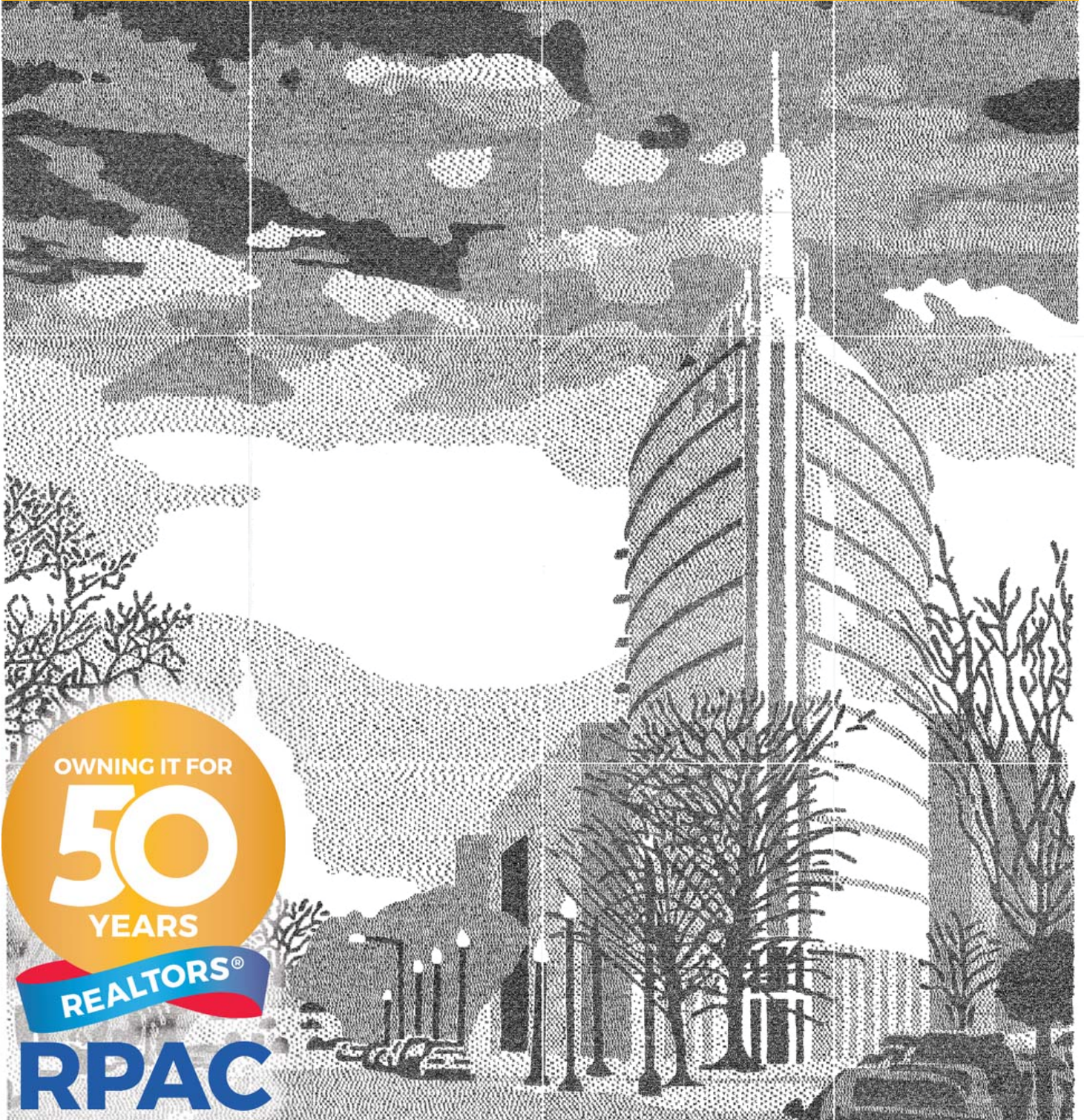


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Story on page 14

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Scotts Valley Sign Ordinance Enforcement

The Scotts Valley Police Department would like to remind REAL TORS of an existing City Ordinance that prohibits the placement of "open house" real-estate signs within the City of Scotts Valley.

Due to numerous complaints, the Scotts Valley Police Department will be removing all signs that violate their ordinance. Make you are you in compliance and read the [ordinance here](#).





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SCCAR Members Continue Tradition of Service to Local Seniors



On May 13, 2019, SCCAR REALTOR® Service Program Volunteers (RSVP) took to the streets and helped local seniors with a variety of needed tasks. The RSVP group went armed with supplies ready to wash windows, trim bushes, clean bathrooms, pull weeds, and even trim trees!

The program, eleven years running, assists the homebound and elderly by doing tasks and chores that they are unable to do themselves. This year over 40 RSVP volunteers serviced close to 60 senior homes. SCCAR is extremely thankful to our volunteers who donated their time, labor and supplies. We couldn't do it without them!

We look forward to next year's RSVP and assisting even more homeowners in Santa Cruz County!

What Seniors are Saying...

"I have had you all come for the last few years. It's a great service for seniors who can't do some things. The realtors who come are friendly, helpful and kind. This year I had Vivian and David – sweet people!" *Sheryl*

"The tasks performed by the volunteers was greatly appreciated. The assistance was very helpful and such a great opportunity for service to seniors. Please continue to do this service in the future. Again, thank you so much for your help – my windows look great and my flowers beds also!"

Ruth





REALTOR® LEADERSHIP PROGRAM

Do you aspire to a leadership position with your local or state REALTOR® association? Or perhaps you're already on a leadership path. If so, you want to be sure to participate in the REALTOR® Leadership Program (RLP) courses:

Leadership 200: Becoming a Leader

This interactive workshop is designed to help you understand your role as a REALTOR® association leader. With a focus on association structure, key leadership activities, staff and volunteer roles, effective meetings and conflict resolution, you'll gain confidence in your role as an association leader.

Leadership 300: Enhancing Leadership Skills

This advanced workshop is for leaders who are interested in advancing their skills to an executive level. This workshop addresses duties of directors, implementing a strategic plan, chairing a meeting, communications, and leadership challenges.

Also available:

Leadership 100: On the Path to Leadership

This FREE online course will jumpstart your leadership role. Topics include association structures, association trends, decision making, volunteer roles and responsibilities, meeting management, and more.

It is encouraged that you complete the L100 online course before September 4th!
Enroll in L100 at www.nar.realtor/RLP100

**Register for
L200 & L300!**

Date:
Wednesday, September 4, 2019

Time:
Leadership 200: 9:00a – 12:00p
(check-in at 8:30am)
Leadership 300: 1:00p – 4:00p

Facilitated by:
Suzanne Yost

Location:
Santa Cruz County
Association of REALTORS®
2525 Main Street
Soquel, CA 95073

To Register, Contact:
SCCAR
831.464.2000
Cost: \$35 (includes lunch, book)

For more information on RLP
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RPR: Your No-Cost NAR Member Benefit You Can't Put a Price On

Imagine there was a tool that helped you showcase your local neighborhood knowledge while also increasing your efficiency. A digital platform and application, literally at your fingertips, that gave you access to the nation's largest property database. A resource that was available to you at no extra cost, because it was part of your yearly membership dues.

Well, there's no need to daydream. This tool exists and it's called RPR® (Realtors Property Resource).

It's Time To Log In To Your NAR Member Benefit!

RPR is the nation's largest property database built exclusively for REALTORS®. All the layers of real estate data, property reports, and tools within RPR are available to you as part of your NAR dues.

RPR users pay no monthly usage fees, no upgrades, no additional costs whatsoever. All we ask for is a bit of your time to open your RPR account (<https://www.narrpr.com/>) and try it out. You, like hundreds of thousands of other REALTORS®, will soon discover how much RPR can add to your business.

Here's a quick glance at some of the great features you'll find in RPR:

- Nationwide Public Record Data
- Your Local MLS data and listings from many MLSs around the US
- Datasets to research properties, markets, neighborhoods, and schools
- The one-of-a-kind Realtor Valuation Model® (RVM®)
- Customizable, client-friendly reports branded with your contact info and photo
- Demographic and psychographic data, consumer spending behavior and investment analysis tools
- Accessibility on-the-go with RPR Mobile™





NEW TAX LAWS

BE PREPARED FOR THE 2019 TAX YEAR!

Learn how the new tax law will affect sellers, buyers & investors and what the 199A-Qualified Business Income Deduction is and how it works.

Instructors:

**Julia Yasinsky, Evan Benevento, Matt Wheeler
Wheeler Accountants, LLP**

MONDAY, JULY 15, 2019

9:30 - 10:30 AM

SCCAR office, 2525 Main St., Soquel

**\$10 for members, \$20 for nonmembers
Register online at mysccar.org or call 831-464-2000**

A light breakfast is included!



JULY & AUGUST EDUCATION CALENDAR

Paragon 201

Wednesday, JULY 10, 2019

1 – 2:30 pm

Instructor(s): Mark Messimer, MLSListings, Inc.

This course will teach you how to search, report, print, and email listings in the Paragon system. This course is highly recommended for agents who were previously using MLSListings CA Edition.

MLSListings: Required Training

Wednesday, JULY 10, 2019

9 am – 11 am

Instructor(s): Mark Messimer, MLSListings, Inc.

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

New Tax Laws: Be Prepared for 2019!

Monday, JULY 15, 2019

9:30 – 10:30 am

Instructors: Julia Yasinsky, Evan Benevento, Matt Wheeler - Wheeler Accountants, LLP

Learn how the new tax law will affect sellers, buyers & investors and what the 199A-Qualified Business Income Deduction is and how it works.

Matrix 201: Beyond the Basics

Friday, July 26, 2019

10 – 11:30 am

Instructor(s): Mark Messimer, MLSListings, Inc.

Build upon the skills learned in the Essentials class with a focus on searching with maps, customizing data results to meet your specific needs, and communicating your findings to your client. Learn to customize your dashboard, update saved searches and auto emails, utilize the map features to see boundary layers according to zip code, city lines, school districts and attendance zones, and MLS areas.

This intermediate-level course advances your search and report skills and allows you to better service your clients' unique needs for property data.

Listing Management

Friday, July 26, 2019

1 – 2:30 pm

Instructor(s): Mark Messimer, MLSListings, Inc.

Listings are hard to come by so when you do get them, it's important that you know how to add them to the MLS correctly. This course will teach you how to add and update your listings on the MLSListings platform. You will also get a refresher in how to stay out of trouble and get support.

MLSListings: Required Training

Wednesday, AUGUST 14, 2019

9 am – 11 am

Instructor(s): Mark Messimer, MLSListings, Inc.

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

How Do I: Prepare for an Open House

Wednesday, AUGUST 14, 2019

1 – 2:30 pm

Instructor(s): Mark Messimer, MLSListings, Inc.

The conventional Open House is your opportunity to meet face-to-face with prospective buyers. Many agents completely gloss over this important marketing opportunity. In this course you will learn how to create detailed neighborhood reports, market statistics, and brand client-facing materials. In other words, you will learn the science behind conducting a rich, multi-dimensional, and informative open house.

Matrix 101: The Essentials

Friday, August 23, 2019

10 – 11:30 am

Instructor(s): Mark Messimer, MLSListings, Inc.

If you can't find it, you can't sell it! Matrix is the system you will use to search through the rich MLSListings data that is at your fingertips. In this introductory Matrix class, you will learn the fundamentals of Matrix searching and reporting. In this lecture style class, you will learn how to set up and manage your dashboard, how to start and save search, how to generate reports and get them to your clients, and much more. This class will get you going now and set you up for the next level Matrix courses.

Tax Records: Realist

Friday, August 23, 2019

1 – 2:30 pm

Instructor(s): Mark Messimer, MLSListings, Inc.

Savvy home buyers and sellers can easily tell when an agent is prepared and wants their business. Public records are powerful tools in learning as much as possible about a property. Realist is a public records database that seamlessly works with the MLSListings platform to provide in-depth property and ownership data, market information, and much more! Learn how to interpret the rich data that is available to you to boost your competitive advantage. Search county tax records to uncover property and ownership data, market information and trends, street and aerial maps, and more about all California properties.



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Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.

Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

Santa Cruz County Association of REALTORS Annual Charity Golf & Cornhole Tournament

Friday, July 19, 2019

Seascape Golf Course
610 Clubhouse Dr.
Aptos, CA



SCCAR's Annual Charity Golf & Cornhole Tournament is going back to the 80's with a Caddyshack (aka bad golf attire) theme!

Golf Ticket price includes 18 holes of golf, cart, goodie bag, lunch and dinner! Price prior to June 28 is \$ 150 and \$ 165 July 1
Sign up on reverse or call 831-464-2000

PRIZES

Awarded for best (or worst per this year's theme) dressed, closest to the pin, longest drive and more!

SCHEDULE

Registration begins: 10:30 am
Golf Shotgun starts: 1:00 pm
Cornhole Tournament: 4:00 pm
Dinner, Awards & Raffle: 6:00 pm

Be seen at this highly visible event by sponsoring or donating a raffle or goodie bag prize! Contact Karen Kirwan at kkirwan@mysccar.org

CORNHOLE TOURNAMENT

Ticket price includes dinner!
Early bird \$ 45 prior to June 28, \$ 55 after.

\$5 RAFFLE

Win the raffle and you could walk away with a trip to Cabo San Lucas, Giants Tickets and more!

Funds raised will benefit the Santa Cruz County Association of REALTORS Housing Foundation, Pajaro Valley Shelter Services and Habitat for Humanity



IT'S A NEW CFPB

Public statements and actions by Director Kathy Kraninger shed some light on her approach to financial services regulation and enforcement.

The Senate confirmed Kathy Kraninger as Consumer Financial Protection Bureau (CFPB) Director in December 2018, following a year-long stint by Mick Mulvaney as Acting Director. Given her lack of a financial services background, no one was certain about the path Kraninger would follow when she assumed the helm. But her public statements and actions over the last few months have shed some light on her approach to financial services regulation and enforcement.

NO MORE RULEMAKING THROUGH ENFORCEMENT

Former Director Richard Cordray's tenure was defined by the CFPB's failure to provide clear guidance as to what was expected to avoid legal action under federal consumer protection statutes such as the Real Estate Settlement Procedures Act (RESPA). The most glaring examples of this policy were his administrative ruling against PHH, in which he ignored previous HUD guidelines to set new RESPA standards (which later was vacated by the D.C. Court of Appeals), and the CFPB's consent orders on marketing services agreements (MSAs) that created confusion throughout the industry by vaguely warning against the usage of MSAs without further guidance.

Mulvaney signaled during his tenure that this era of "regulation by enforcement" at the CFPB was over, and Kraninger also appears to have adopted this policy. In an April 17 speech, she announced that the CFPB will no longer engage in rulemaking through enforcement and instead will use formal rulemaking that provides "clear rules of the road. Rules "are not best articulated on a case-by-case basis through enforcement actions," she said.

MORE TARGETED CIVIL INVESTIGATIVE DEMANDS

On April 23, the CFPB announced that its Civil Investigative Demands (CIDs) would provide more information about the potentially wrongful conduct under investigation. Under Cordray's tenure, CIDs had been worded in extremely broad terms, leaving the recipient with little information as to what specific conduct may have violated the law and inviting what some called fishing expeditions under which the Bureau would request a wide array of information and then change the scope of the investigation based on what it learned from the acquired materials.



A REVAMPED NO-ACTION LETTER PROGRAM

The CFPB's new Office of Innovation (created by Mulvaney) is overhauling the Bureau's 2016 No-Action Letter Program, which provides limited enforcement relief to companies that develop "consumer-friendly innovations" for "emerging products or services" when regulatory standards are uncertain. In a December 13, 2018, Proposed Rule, the CFPB noted that there has only been one No-Action Letter issued so far, indicating that the Program has not provided firms with sufficient relief to encourage applications. It requested public comment on ideas to improve and expand the Program, such as a streamlined application process, confidentiality safeguards, and agreements with state regulators for similar state relief. In the same proposal, it outlined a new Product Sandbox Program that would give companies additional regulatory relief when testing new financial products and services.

POSSIBLE TRID CLARIFICATIONS IN THE WORKS

Kraninger has recognized publicly that additional changes may need to be made to the Truth in Lending Act-RESPA Integrated Disclosure (TRID) rule. In a January 14 response to a letter from Senator Hoeven (R-ND) expressing concern that the TRID rule does not allow title companies to disclose available discounts on mortgage disclosure forms, Kraninger replied that the CFPB intends to launch a mandatory five-year assessment of the TRID rule and will "carefully examine" the disclosure of title fees during that assessment. She informed Congressman Brad Sherman

(D-CA) during an April House committee hearing that she has heard about needed clarifications to TRID from stakeholders and said that it "is something we are looking at."

LITTLE FOCUS ON MSAS AND AFFILIATED BUSINESSES...SO FAR

Kraninger has demonstrated less awareness of issues raised by Cordray's controversial interpretations of Section 8 of RESPA, although she has expressed a willingness to review concerns brought to her attention. She indicated that she was not aware of a 2015 RESPA bulletin that Congressman Sherman told her at an April committee hearing was "problematic" (presumably referring to the CFPB's vaguely-worded 2015 compliance bulletin on MSAs), but stated she "will go back and take a look at it." When Congressman Bill Huizenga (R-MI) asked if the CFPB will change the definition of "points and fees" in the Qualified Mortgage rule to correct the disparate treatment of affiliated title fees, she acknowledged that the CFPB has been asked to reconsider the "points and fees" definition and that she "has been talking with staff extensively about the issue."

In April testimony before the Senate, Kraninger emphasized that she is committed to enforcement and will "take aggressive action against bad actors who break the rules by engaging in fraud and other illegal activity." But based on her recent remarks and actions, the industry also can expect more guidance and collaboration from the CFPB over her five-year term.

From the Cover...

NAR celebrates 50 years of RPAC with a special commemorative piece of artwork. The details in the picture are the actual names of RPAC contributors. Find out more about the piece and its creation and about RPAC at:

<https://realtorparty.realtor/rpac50#art>



Rent Control Debate Continues in Santa Cruz

Victor Gomez, SCCAR GAD | gad@mysccar.org



In November 2018 the voters decisively defeated a local rent control ballot initiative titled "Measure M" on the citywide ballot in Santa Cruz with the NO on M prevailing with a 61.57% vote in their favor. Also, on the November ballot was a statewide measure repealing restrictions on rent control that failed with the NO on 10 supporters getting 56.57% of the vote in Santa Cruz County. The voters have decided that rent control is not the answer.

However, in February of this year the Santa Cruz City Council hired the California State University Sacramento's Consensus and Collaboration Program to assess the feasibility of a Housing task force before moving ahead with new proposals for rent control and other housing ideas. The consultant hired by the city stated that they believed "[Under current circumstances and using the Council's current goals as a target, it is very unlikely that a task force will be successful.](#)" This is especially true with recall efforts underway for Councilmembers Drew Glover and Chris Krohn further creating more controversy.

On June 11th at 7:30 PM, the Santa Cruz City Council reviewed the [Final Rental Housing Situation Assessment Report](#) produced by the Consensus and Collaboration Program and Sacramento State University and, decide on a course of action. The top staff recommendation is to not move forward with a Housing Task Force and instead focus on the, "Housing Blueprint Subcommittee (HBS) Recommendations report, which prioritized 40+ community based solutions to addressing the housing crisis. Approximately 70% of these solutions were related to long-range planning and land-use policy"

Further Reading:

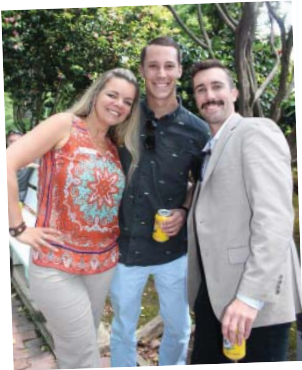
[Santa Cruz rental housing panel unlikely to succeed, consultant says](#)

[Recall efforts launched against two Santa Cruz City Council members](#)





Spring Fling



Free Buyer's Guide and 3 Market Data Reports a Month

MLSListings now provides listing agents with free Buyer's Guide market reports - customer-ready PDFs emailed automatically to you with your property listing information, local market statistics, and personalized branding. Ideal for open houses, email campaigns, and social media posts, Buyer's Guides deliver up-to-date information regarding the real estate market and position you as a trusted source and area expert.

In addition, MLSListings also offers all subscribers three free market data reports each month from Aculist. Like the Buyer's Guide, these reports are personalized; you have over 25 different report formats and data options to choose from. The data is updated daily and the free count automatically refreshes on the first of every month.

To learn more about your free Buyer's Guides and three market data reports, [click here](#).



You'll be taken to the Aculist page, where you can select a report with information by city, ZIP code, MLS area, school district, and MLS number.

For more details on how to request your three free market data reports, view this [SlideShare deck](#).

SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

OPEN HOUSE WEEKEND

WEEKEND • AUGUST 17 & 18

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



Mark your calendars for Saturday and Sunday, August 17 & 18, 2019 and join REALTORS® across Santa Cruz County for the grandest Open House Weekend event of the year.

The weekend is organized by SCCAR in an effort to unite REALTORS® as they host over 100 open houses while engaging consumers on the benefits of homeownership and bringing buyers and sellers together.

The SCCAR Countywide Open House Weekend offers buyers a stress-free way to visit homes for sale in different neighborhoods where they might want to live. For sellers, the weekend provides a high-visibility effort to promote traffic and drive home sales.

**Learn how to participate & find
discounts on advertising
at mysccar.org/sccohw**

WHAT CONSUMERS WILL BE LOOKING FOR:

- » **Your property listed on MYSCCAR.org***
- » **REALTOR® Balloons**
- » **Event Signage
(provided by SCCAR)**

** Must be listed on MLS open house section*

License Certification Notice

SCCAR bylaws require an annual certification form be on file for all members. The forms are being mailed out the week of June 26. Please complete the form with the information requested and return to SCCAR by September 2, 2019. Member and responsible REALTOR®/Broker signatures are required. Failure to return the Annual Licensee Certification Form may result in the temporary suspension of your member services, including zipForm® and key service (if applicable). Thank you in advance for your cooperation.



HUMANS ARE THE VALUE WEDGE!

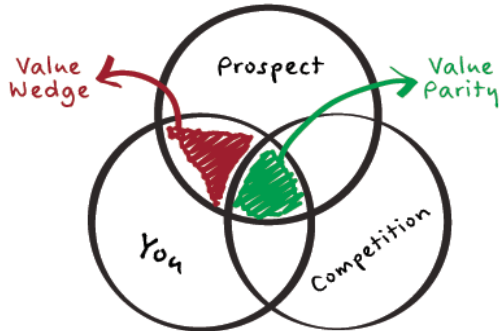
Your brokerage's unique personality and knowledge are what give you the edge



Have you observed that money flows to value? Our value proposition typically answers three basic questions:

1. How do I solve a client's problem? (pain)
2. How do I make them feel good? (pleasure)
3. How am I different from competitors? (value wedge)

The third question involves our value wedge, as shown in the diagram below.



Value Parity is what nearly all sales associates and companies provide, including competitors. Examples for a seller include a yard sign, multiple listing service (MLS), and home brochure. Nearly everyone offers these services, so they are not differentiating. The seller wants to know what we do that is different and valuable. This is the Value Wedge.

What is the most significant component of the value wedge? In my observation, it is the human factor—the unique personality, caring, knowledge, rapport, and skills of the person delivering the service. Take the human element out, and you come close to having a commodity. Commodities have a reduced value.

ARE WE IMPROVING SERVICE? In our efforts to improve technology, are we enhancing our service or commoditizing it? Here's an example from the mortgage industry. After five days with 116 top-producing mortgage loan officers, they all agreed on one thing: Their companies' efforts to improve technology had commoditized certain parts of their business, making it harder for them to build relationships, counsel borrowers, and create a value wedge.

Buyers jump on the various prequalification apps to find the best rate. What buyers need is to find the best loan for their situation. This comes with counseling. For example, if the buyers have limited cash, the best loan for them may be one that takes less cash but has a slightly higher rate. The opportunity for the loan officer to counsel the borrower to find the best loan may never happen.

In many cases, the value wedge and the human factor are being eliminated in the prequalification process. By the time the loan officer sees the computerized prequal and follows up on it, the buyers are confused. Has this process improved the borrower's experience? According to the loan officers, it has increased confusion and lowered conversion rates from prequal to application.

What about the real estate brokerage industry? Will the current tech race and infatuation with ibuyers commoditize the brokerage transaction? Is technology making it better for consumers? Is this effort consumer driven or industry driven? Where should you place your bets?

Jeff Colvin, in his book, *Humans Are Underrated, What High Achievers Know that Brilliant Machines Never Will*, says the soft skills of Empathy, Creativity, Communication, Collaboration, and Relationship are the critical 21st Century Skills. He believes the human factor will be more critical than ever. Humans are the value wedge.

Santa Cruz County Market Statistics

Santa Cruz County Housing Statistics

May 2019: 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
Ben Lomond	8	19	7	21	\$798,142.00	\$784,000	\$502.00	101.0%	\$5,587,000	1,688	73,137	4.1
Boulder Creek	23	43	12	78	\$660,040.00	\$625,494	\$405.00	99.0%	\$7,920,488	1,615	35,436	5.2
Brookdale	2	3	1	5	\$720,000.00	\$720,000	\$545.00	103.0%	\$720,000	1,320	20,299	9
Capitola	9	17	6	53	\$1,186,850.00	\$1,187,500	\$645.00	99.0%	\$7,121,100	1,819	5,082	2.4
Corralitos	0	4	0									
Davenport	2	3	0									
Felton	13	23	4	18	\$562,605.00	\$542,711	\$602.00	102.0%	\$2,250,422	991	10,746	3.6
Freedom	2	3	2	5	\$597,500.00	\$597,500	\$563.00	100.0%	\$1,195,000	1,123	9,692	3
La Selva Beach	4	7	0									
Los Gatos	3	16	9	54	\$1,186,500.00	\$1,030,500	\$501.00	100.0%	\$10,678,500	2,331	97,821	2.7
Mount Hermon	0	1	2	31	\$757,500.00	\$757,500	\$482.00	105.0%	\$1,515,000	1,602	10,890	1.5
Santa Cruz	82	166	51	26	\$1,129,770.00	\$1,007,000	\$636.00	98.0%	\$57,618,275	1,884	22,674	3.3
Scotts Valley	14	35	9	11	\$1,087,222.00	\$995,000	\$560.00	100.0%	\$9,785,000	2,013	33,468	3.6
Soquel	16	30	4	52	\$1,187,500.00	\$997,500	\$443.00	96.0%	\$4,750,000	2,777	211,386	6
Watsonville	23	45	15	38	\$713,543.00	\$580,000	\$432.00	99.0%	\$10,703,150	1,599	35,196	3.2
Royal Oaks	7	17	2	26	\$808,000.00	\$808,000	\$543.00	96.0%	\$1,616,000	1,910	109,118	4.3
Summary	208	432	124	32	\$ 876,552	\$784,000	\$543	99.8%	\$121,459,935	1,744	51,919	4.0

May 2019: 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	14	34	13	28	\$741,384.00	\$736,000	\$508.00	100%	\$9,638,000	1,472	1,402	2.8
Boulder Creek	2	2	0									
Capitola	5	14	6	38	\$563,166.00	\$532,000	\$546.00	101%	\$3,379,000	977	636	2.6
La Selva Beach	1	2	1	39	\$1,315,000.00	\$1,315,000	\$526.00	99%	\$1,315,000	2,500	1,612	6
Santa Cruz	20	38	11	27	\$652,818.00	\$610,000	\$567.00	99%	\$7,181,000	1,092	1,180	3.2
Scotts Valley	4	5	5	23	\$594,200.00	\$546,000	\$460.00	100%	\$2,971,000	1,284	1,350	0.8
Seacliff	0	1	0									
Soquel	0	1	1	16	\$554,000.00	\$554,000	\$550.00	96%	\$554,000	1,008	741	0.8
Watsonville	3	7	3	88	\$364,666.00	\$239,000	\$349.00	101%	\$1,094,000	922	886	1.5
Summary	49	104	40	37	\$683,605	\$554,000	\$526	99%	\$ 26,132,000	1,322	1,115	2.5

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

MLS Tour Cutoff Time Change

The MLS recently made a change to the cutoff time to add a listing to their Tour. Previously when adding to Tour you could submit your listing after 2 pm and it would still show on the current week's MLS Tour. With the new change, the system now pushes the date to the following week. If you have an addition or cancellation after 2pm on Tuesday, please call the Association with the information rather than entering it in MLS. The deadline to do so is 3pm Wednesday.



JULY 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4 	5	6
7	8	9 MREP 1:30 pm	10 MLS Required Class 9 am Education Committee Mtg. 9:30 am Paragon Training 1 pm	11 Tour Marketing Meeting 8:30 - 9 am	12 Board Meeting 8:30 am	13
14	15 New Tax Laws Class 9:30 am	16	17	18 Tour Marketing Meeting 8:30 - 9 am	19 Charity Golf Tournament @ Seascape	20
21	22	23	24	25 Tour Marketing Meeting 8:30 - 9 am MREP Event 4 pm	26 Matrix 201 10 am Listing Mgmt. 1 pm	27
28	29	30 Events Committee Mtg. 10:30 am	31			

AUGUST 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Tour Marketing Meeting 8:30 - 9 am	2 Local Govt. Relations 8:30 am	3
4	5	6	7	8 Tour Marketing Meeting 8:30 - 9 am	9	10
11	12	13	14 MLS Required Training 9 am Education Committee 9:30 am MLS Open House Prep 1 pm	15 Tour Marketing Meeting 8:30 - 9 am	16 New Member Orientation 9 am	17 Santa Cruz County Open House Weekend
← NAR in Chicago →						
18 Santa Cruz County Open House Weekend	19	20	21	22 Tour Marketing Meeting 8:30 - 9 am MREP Event 4 pm	23 Matrix 101 10 am Realist 1 pm	24
25	26 Budget & Finance 10 am	27 Events Committee 10:30 am	28	29 Tour Marketing Meeting 8:30 - 9 am	30	31