

DECEMBER 2005



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"A Taste of Santa Cruz" a Sweet Success

The Santa Cruz Association of REALTORS® Housing Foundation's first annual premier fundraiser, "A Taste of Santa Cruz," held on November 3 at the Cocoanut Grove, was an overwhelming success, bringing in approximately \$45,000, including sales of 750-800 tickets.

Event sponsors included Bosso Williams/Lloyd Williams, Coastal Homes, Kelley Trousdale, RE InfoLink, Santa Cruz Association of REALTORS®, Santa Cruz Sentinel, and Supra. More than 30 local real estate and other industry-related companies sponsored booths, with



Event attendees sampled foods from over 30 restaurants and tasted wines from several local vintners.

See **Sweet Success**, Page 14



Philip Tedesco and Romney Dunbar announce the door prize winner at the first "A Taste of Santa Cruz" event last month.



A Taste of Santa Cruz
Raised approximately
\$45,000
for the Santa Cruz
Association of REALTORS®
Housing Foundation

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David Lyng New Agent Training allows me to service my clients with the confidence of a seasoned professional. The classes and role play sessions are proven techniques which allow us to succeed. The marketing strategies discussed have helped me to list new properties and represent new buyers.
James Gomez, REALTOR®

What I admire about this program is that it teaches you how to incorporate the necessary real estate skills and your own personality into a winning combination to be successful. When I tell people in the business that I am training with Terry Ballantyne, they simply tell me that I am working with the best.
Jane Mott, REALTOR®



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ADVERTISING INFORMATION

For advertising and deadline information, please call

Santa Cruz Association of REALTORS®

831.464.2000

REAL ESTATE is the official monthly newspaper of the Santa Cruz Association of REALTORS® provided as a member-service to inform, educate and update REALTOR® and Affiliate members on local, state and national real estate news and the Association's calendar of events.

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President's Message

This will be my final President's message. Much to my surprise, this year is all but done.

I have greatly enjoyed my year as President of your Association. We are truly fortunate here in Santa Cruz to have a progressive, well-organized and effective local Association of REALTORS®. We have agreeable and talented volunteer leadership and creative, clever and helpful staff. Believe me when I say that not all REALTOR® communities are so fortunate. I am very proud of the work we've accomplished over the past two years.

We also enjoy another benefit, but this one comes as a two-edged sword. We have high housing prices. Sellers in this market have realized unprecedented wealth. Successful REALTORS® have seen wonderful paychecks. What is the down side? As people move elsewhere to find more affordable housing, our community is becoming skewed towards the affluent. Richness in a community comes from cultural and economic diversity among its members.

I thank you for this time as your President. My life has been enriched by the experience.

Final 6 Moments of Zen

He who flings mud, loses a lot of ground.

- unknown

The wind of anger blows out the lamp of intelligence.

- unknown

Smile: if you can't lift the corners, let the middle sag.

- unknown

Always do right - this will gratify some and astonish the rest.

- Mark Twain

Happiness is not a destination. It is a method of life.

- Burton Hills

There is nothing either good or bad, but thinking makes it so.

- William Shakespeare



Dan Sedenquist
 Bailey Properties
 2005 SCAOR
 President
 (831) 426-4100
 soldbydan@aol.com

Affiliate Update

It is amazing the difference one year makes. At the beginning of the year the Affiliates were challenged with retooling our organization, aligning our goals with the overall SCAOR direction and launching an ambitious project for assisting the SCAOR Housing Foundation. Best of all we did it!! People volunteered for all the various committees and committed precious time ensuring success. One has to stop and marvel at what can be accomplished by setting goals and enlisting top people.

Without minimizing anyone's Affiliate contributions, as all roles were key to our successes this year, "A Taste of Santa Cruz" was a stunner. From the first conceptual conversation to the final cleanup, the hallmarks of success were everywhere: And everywhere is the people who made this event happen. The effort was lead by The Affiliate Events and Programs committee co-chaired by Barbara Dimitruk and Loree Doan. The SCAOR Housing Foundation Marketing and Fund Raising Committees assisted with Jeanne Hatch, Inez Pandolfi, Janee DeColletti, and Jeff McCormac. The other essential ingredient in any SCAOR event is the dedicated staff including Dawn Valentine, Norma Milete, Leslie

Flint, Karen Kirwan, Gloria Spitzer, Jennifer Shaw and Philip Tedesco.

Our hats are off to the Real Estate Community whose support was critical to the events success. Many thanks to the 30 booth sponsors who committed to a concept and followed through with wonderful foods and wines.

"A Taste of Santa Cruz" raised \$45,000, more than all contributions from 2004. Most importantly we have established the framework for an annual community fundraiser that promises to grow every year. Of critical importance was the exposure of the SCAOR HF mission of providing housing assistance to low income buyers.

As this is my final newsletter I want to thank everyone for all the support that has made 2005 such a successful year. I am passing the reins to Shelly Paine, incoming Chair of the Affiliate Committee, and wish her the best in 2006.

May you have joyful holidays!

—Scott Pine
 Associated Finance Company
 (831) 479-8800
 pinescott@hotmail.com

New Members

Bailey Properties, Inc.

Ashley Wagar

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Neal Conti

Cal-Coast Lending

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Juliana Hill

Santa Cruz Homes

Jenni Goudge

Sherman & Boone Associates

Patricia Ellis

Thunderbird Real Estate

Maya Churchill

Daniel Mead

Zip Realty

Erik Golobic

Comments about an applicant's admittance should be submitted in writing to the Santa Cruz Association of REALTORS®, 2525 Main St., Soquel, CA 95073.

Affiliate Spotlight

First Horizon Home Loans David Weglarz

David Weglarz is the newest addition to the First Horizon Home Loan team. Educated at Northern Arizona University in Flagstaff, David earned his degree in Public Relations. Having mortgage expertise in alternative and sub-prime lending, David is able to address and fulfill all facets of a client's financial needs.

With more than 10 years of service and sales experience, David easily transitioned into the mortgage business 3 years ago when he moved to Santa Cruz from Maui. He has brought with him an 'Aloha' attitude and has proudly integrated into the community by volunteering with organizations such as Santa Cruz Jaycees, Shared Adventures, Big Brothers, Big Sisters and the Boys and Girls Club.



Santa Cruz Association of REALTORS®
HOUSING FOUNDATION

Bridging the Gap to Homeownership



A Taste of Santa Cruz

at the historic Cocoanut Grove

The Santa Cruz Association of REALTORS® Housing Foundation is very pleased to announce the great success of its first annual premier fundraising event, "A Taste of Santa Cruz." This benefit, held November 3, 2005 at the Cocoanut Grove, generated over \$45,000 towards helping more low-income residents of Santa Cruz County realize the dream of homeownership. The Housing Foundation sincerely appreciates the contributions of all of our event and booth sponsors, participating restaurants and wineries, auction item providers, volunteers, and attendees.

Thank You

5 Star Catering
Apatzingan
Bailey Properties
Bank of America
Barbara & Co.
Beauregard Winery
Bittersweet Bistro
Bosso Williams/Lloyd Williams
Burrell School Winery
Carniglia's Restaurant
Casablanca
Century 21 Showcase REALTORS®
Chase Home Finance
Clouds Restaurant
Coastal Homes
Coast Commercial Bank
Coast Country Real Estate
Cocoanut Grove
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Costa Brava
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David Lyng Real Estate
DeLaveaga Restaurant
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First American Title Co.
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Gabriella
Gramercy Park Catering
Hunter Hill Winery
Intero
Keller Williams Realty
Kelley Trousdale
Kianti's Pizza & Pasta
Lido
Lizzie's Cookies
Longacre Real Estate
Malone's
Ma Maison of Aptos
McNair Real Properties
Michael's on Main
Mobo Sushi
Old Republic Title Co.
Oswald
Pacific Cookie Company
Paradise Beach Grille
Pixie Deli
RE Infolink
RE/MAX Real Estate Services
Real Options Realty

Roudon Smith Winery
Santa Cruz Association of REALTORS®
Santa Cruz County Bank
Santa Cruz Home Finance
Santa Cruz Mortgage
Santa Cruz Sentinel
Santa Cruz Properties
Santa Cruz Title Co.
Sestri
Shadowbrook
Sherman & Boone Associates
Soif
Southern Exposure Catering
Stagnaro's
Supra
Takara
Takara Tiki Bar
Taylor & Company Mortgage
Theo's
Tri-Star Home Loans
Unique Homes & Land
Vasili's
Washington Mutual Home Loan Center
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Women's Council of REALTORS®



Santa Cruz Association of REALTORS®
HOUSING FOUNDATION
Bridging the Gap to Homeownership

For more information about our solution to the housing issue in Santa Cruz, please call (831) 464-2000 or go to www.scaorhf.org



Santa Cruz Association
of REALTORS[®], Inc.

Cordially Invites You to Attend their 84th Annual
Installation & Awards Dinner Dance

“Celebration at the Bay”

Friday, January 13, 2006

6:30pm No Host Cocktails

Cocoanut Grove Ballroom

400 Beach Street, Santa Cruz, California

Honoring

Bobbie Nelson, 2006 President & the Incoming Officers & Directors

For more information, please call the Santa Cruz Association of REALTORS[®] at (831) 464.2000

Car Service

Car service is available to and from the event. Shuttles will run from 6:15-7:00pm & 11:00pm-12:15am at the Coast Santa Cruz Hotel located at 175 West Cliff Drive, Santa Cruz.

Hotel Rooms

Some rooms have been blocked at the Coast Santa Cruz Hotel under “Bobbie Nelson Installation” and may be reserved by calling 831.426.4330 or emailing ressantacruz@coasthotelusa.com.



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Welcome New Agents!!!



SHERMAN & BOONE PROUDLY WELCOMES RENEE MELLO!!

Renee is a third generation native of this area. While growing up, summers were spent in the fields picking berries, tomatoes and apples. Upon leaving the area for "greener pastures" she worked at IBM while completing her Bachelor's degree in Business at San Jose State.

Since her return to Real Estate five years ago, she has worked hard to enhance her real estate skills and knowledge so she can better serve her clients. Renee holds her GRI, CRS, SRES and Brokers License. Her passion has been addressing the special needs of her fellow baby boomers as they age and is starting her studies to become a Certified Senior Specialist. Welcome Renee!!



SHERMAN & BOONE PROUDLY WELCOMES CLIFF CONARD!!

Cliff was born and raised in Santa Cruz County and a graduate of Soquel High School. While attending college at San Jose State University, Cliff was on the bowling team which was ranked 8th in the nation.

Cliff is excited to be with Sherman & Boone and hopes to gain more experience in real estate and investment properties. Cliff's goal is to be an Investment Specialist. Welcome Cliff!!

Congratulations!!



Mike Bloch, REALTOR® GRI Designation

Mike Bloch of Sherman & Boone Real Estate joins the ranks of REALTORS® who have earned the CAR's GRI real estate designation. The GRI® is considered by many real estate industry professionals to be the most advanced and comprehensive training program available to real estate agents. Congratulations Mike!



Ellen McGibben, REALTOR® Broker Associate Designation

Ellen McGibben of Sherman & Boone Real Estate has completed her Brokers License Exam. The Broker Associate designation involves advanced studies in more aspects of real estate. Congratulations Ellen for a job well done!



Kevin Lohery, REALTOR®

#1 Sales Person for the month of October!

Kevin has lived in Santa Cruz with his wife Debbi and his two children since 1978. He has been investing in local Residential Real Estate since 1983. He brings his experience and passion to real estate, helping his client's succeed with their real estate needs and investments. Great job Kevin!!



Lori Bare, REALTOR® CRS Designation

Lori Bare of Sherman & Boone Real Estate has completed her CRS® from the National Association of Realtors. Realtors who receive the CRS Designation have completed advanced courses and have demonstrated professional expertise in the field of residential real estate. Congratulations Lori on a job well done!



Bonnie Lewis, REALTOR® SRES Designation

Bonnie Lewis of Sherman & Boone Real Estate has completed her SRES®; the only designation and marketing program specifically designed to serve senior property owners. Bonnie demonstrates the knowledge and expertise to counsel senior clients through any major financial or lifestyle decision. Congratulations Bonnie on a job well done!

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I wanted to be part of this firm.

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I believe in it.

”

~ Sheila Sutphin, Residential Sales
New Agent Owner

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Patty Ellis, Broker
Robert Frank, CFO/COO

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A New Face for Sherman & Boone Real Estate

Sherman & Boone celebrated its Grand Opening of their new Jade Street office on November 9, 2005. The celebration began with a ribbon cutting from the Capitola-Soquel Chamber and continued with live music, beverages and wonderfully catered food from 5 Star Catering. Several raffle prizes were handed out from and a champagne toast to end the evening. Thank you for all who came and participated in this wonderful event.



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Request From Pasatiempo

When listing a property in Pasatiempo, please refrain from placing any signage in the front triangle at the entrance. You may install a sign on the property for sale, as well as one directional sign anywhere else within Pasatiempo other than in the front triangle.

For further clarification, please contact

Dave Garibotti, Pasatiempo Site

Manager at (831) 427-1484.

Thank You.

Santa Cruz County Statistics

Single Family Residences

2005	Current Inventory	New	Sold	Average	Median
Aug.	884	445	228	\$868,167	\$783,000
Sept.	929	400	224	\$802,387	\$750,000
Oct.	899	351	174	\$795,384	\$769,000

Condos/Townhouses

2005	Current Inventory	New	Sold	Average	Median
Aug.	148	84	62	\$588,222	\$565,000
Sept.	157	88	55	\$585,653	\$565,000
Oct.	173	84	33	\$530,824	\$499,000

For more information, go to www.scaor.org and click on "Market Statistics."

Homebuilders Sweeten Buyer Incentives

A growing number of builders have begun to offer incentives to attract buyers, as higher mortgage rates and home prices put a damper on sales and boost inventories of unsold homes.

A poll conducted by the National Association of Home Builders in September shows the number of builders providing non-price incentives jumped to 58 percent from 51 percent over six

pricing" discounts.

Some builders are even offering real estate practitioners higher commissions or bonuses for bringing in buyers. The Mitchell Cos. is giving buyers of condo-hotel units in its Melia Royal Palm development in Miami Beach a 10 percent price discount and pledging to repurchase the units in 18 months for 12 percent more than what they paid.

New Homes and Golf Club Memberships:

No longer sold seperately!

months. Incentives now stand at about 5 percent of the sales price, according to Credit Suisse First Boston housing analyst Ivy Zelman, up from the usual 2 percent to 3 percent. These incentives include closing-cost assistance, golf-club memberships, and "employee

Other developers are offering free plasma televisions, upgraded cabinets, and free fireplaces, among other things.

Source: *Wall Street Journal* (11/10/05); Dunham, Kemba J.; Simon, Ruth

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MAGAZINE

Generational Differences Impact Market



While the remodeling market has been propelled by baby boomers in recent years, the members of Generation X, born between 1965 and 1974, are changing the needs of the marketplace, according to "Understanding Generational Differences in Home Remodeling Behavior," a report recently released by Harvard University's Joint Center for Housing Studies. Now in their 30s, the members of Generation X have higher incomes, a greater number of

late-forming households, more families with two incomes and fewer children per household when compared with baby boomers when they were the same age.

Though the baby boomers currently make up more than 50 percent of total home improvement spending, the members of Generation X spend more on renovation and remodeling than the baby boomers did at the same age. With higher incomes and smaller families, Generation X will likely have more purchasing power in the remodeling market. They may focus less on adding space to their homes and more on improving the aesthetics or adding luxury amenities.

For more information, go to www.jchs.harvard.edu/publications/remodeling/w05-10.pdf

RESPA Resources Available

California Insurance Commissioner John Garamendi recently announced several settlements with certain title insurance companies regarding illegal kickbacks. The commissioner claims these insurers wrongfully paid for referral business through elaborate "captive reinsurance" schemes funded by the premiums paid by consumers. As illegal kickback investigations also can involve real estate brokerages, lenders and developers, REALTORS® are reminded that California law prohibits real estate agents from claiming, demanding, or receiving any fee for referring a customer to a title insurance company, escrow agent, structural pest control firm, or home protection company. The federal Real Estate Settlement Procedures Act (RESPA) further limits referral arrangements. For more information, C.A.R. members can access C.A.R.'s legal memorandum entitled "Referral Arrangements" at www.car.org/index.php?id=MzQ3OTg=. C.A.R. members also may contact C.A.R.'s Member Legal Hotline at (213) 739-8282; office managers, broker/owners and designated REALTORS® can call (213) 739-8350. Access to the Member Legal Hotline is

also available through C.A.R. Online at www.car.org/index.php?id=NTk2.

Understand the Real Estate Settlement Procedures Act and how to comply with its restrictions in new publications in NAR's RESPA Realities Awareness Campaign: "A Guide to Complying with the Real Estate Settlement Procedures Act," "RESPA Do's and Don'ts Card (revised)," "Affiliated Business Arrangements: A Guide to Complying with the Real Estate Settlement Procedures Act," and "Affiliated Business Arrangements: Do's and Don'ts Pocket Card." Members can order the products online go to nar.ed10.net/h/8BP8/G28K/ZH/BHY7N. NAR has also launched an online one-stop RESPA resource. To view, go to nar.ed10.net/h/M4AL/G28K/ZH/BHY7N. The site includes information on marketing agreements and affiliated business arrangements, and includes RESPA educational materials. For additional information, contact Lynn King at lking@realtors.org or (202) 383-115

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Our website receives 8000 hits daily.

Each issue we direct mail to all doctors, dentists, opticians, veterinarians, CPA's and attorneys in Santa Cruz county.

Calendar

December 2005

Did You Know?

Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1 <i>BOARD OF DIRECTORS</i> 8:30 A.M.	2
		<i>H.F. = HOUSING FOUNDATION</i>				3
4	5 <i>INFOLINK</i> 1:00 – 4:30 P.M. <i>BOARD OF DIRECTORS RETREAT</i> CHAMINADE	6	7	8	9 <i>GRI 114</i> 8:00 - 5:00 P.M.	10
11	12 <i>HF BOARD OF TRUSTEES</i> 3:00 P.M.	13	14 <i>AFFILIATE COMMITTEE</i> 8:30 A.M. <i>EDUCATION COMMITTEE</i> 10:00 A.M.	15	16 <i>OFFICE CLOSED AT NOON</i>	17
18	19 <i>INFOLINK</i> 9:00 – 12:00 P.M.	20	21 <i>GRIEVANCE COMMITTEE</i> 2:30 P.M.	22	23 <i>CLOSED CHRISTMAS HOLIDAY</i>	24
25	26 <i>CLOSED CHRISTMAS HOLIDAY</i>	27	28	29	30 <i>CLOSED NEWYEARS EVE HOLIDAY</i>	31

Bills for membership dues are being mailed to your office address this month. Payment is due on or before January 1. There is a 30 day grace period, but payments will be considered late as of February 1 and late penalties may apply.

Dues payments & assessments (Local Association, C.A.R. and N.A.R.) and contributions to REALTOR® Action Fund (Political Action Committees) are not tax deductible as charitable contributions at the Federal Level. Contributions to the C.A.R. Housing Affordability Fund are charitable and tax deductible under both Federal and State.

Payments, excluding the portion of dues used for lobbying activities and REALTOR® Action Fund, may be deductible as ordinary and necessary business expenses. Please consult your tax professional. REALTORS® and REALTOR® Associates may participate in the REALTOR® Action Fund by including a voluntary donation on the same check as your dues payment. \$197 is the suggested voluntary contribution. However, donations are not limited to the suggested amount. No contributor will be favored or disfavored by reason of the amount of his/her contribution or his/her decision not to contribute. Failure to contribute will not affect an individual's membership status in C.A.R.

REALTORS® and REALTOR® Associates may make a voluntary, tax-deductible, charitable contribution to the C.A.R. Housing Affordability Fund on the same check as your dues payment. The HAF is a charitable nonprofit organization, whose purpose is to address the statewide housing crisis. It receives contributions from REALTORS® and other individuals as well as businesses and other organizations and distributes funds through Local Associations of REALTORS® towards programs that increase homeownership and the supply of housing across the state. HAF is exempt under Section 501(c)(3) of the IRS Code. Contributions to HAF from both individuals and businesses are charitable and tax-deductible to the extent allowed under both Federal and State law. Individual contributions are designated by "Keys to California Pins": Bronze (\$100), Silver (\$500), and Gold (\$1000 with an option to renew annually for \$300).

For information about HAF, including major non-cash gifts or corporate sponsorships, visit carhaf.org or contact the HAF at 213-739-8200.

Save The Date

January 13, 2006

6:30pm

SCAOR Awards & Installation Dinner
at the Coconut Grove

WCR®

Please come join us on December 14th for our annual Installation Event honoring the 2006 Chair Carol VanAusdal.

There will be gift giving and a silent auction!

For more information go to www.wcrsantacruz.org or contact Jody Stelck at 831.566.6144 or email: wcrsantacruz@yahoo.com.

Women's Council of
REALTORS®

Sweet Success...continued
from page 1

food provided from an equal number of local restaurants and caterers, as well as several local wineries.

During the community event, which was held from 6-9pm, the music of local band, Full Swing filled the air of the Cocoanut Grove's Sunroom. There was a door prize drawing for a flat screen tv and a silent auction of over 150 donations from local businesses and artisans, secured by booth sponsors. Local tv personality Romney Dunbar auctioned off 6 vacations, an Andy Warhol rug, and a gourmet pizza dinner at a private vineyard in Pleasant Valley.

Dan Sedenquist, President of the Santa Cruz Association of REALTORS®, wrote about the "immense success" of the fundraiser in a message to Philip Tedesco, Executive Director of the Santa Cruz Association of REALTORS® Housing Foundation. Sedenquist notes, "I had many fellow REALTORS® come up to me and congratulate me on the huge turnout [and] the quality of the event, but more importantly, inquire about the [Housing] Foundation."

In addition to more than doubling the funds raised for the Housing Foundation this year, the event served an important purpose in promoting the Housing Foundation's recent growth and contributions to the Santa Cruz Community, including recent

educational workshops and grants of downpayment assistance to local low income homebuyers.

Janee DelColletti, Vice President of Santa Cruz Mortgage, is a trustee of the Santa Cruz Association of REALTORS® Housing Foundation and chair of the Housing Foundation's Programs Committee. She describes the event as "Amazing!!! What an incredible night! I am so proud of this group and all the efforts everyone made for the huge success. ...What makes this event so special is the group effort and spirit that went into the night."

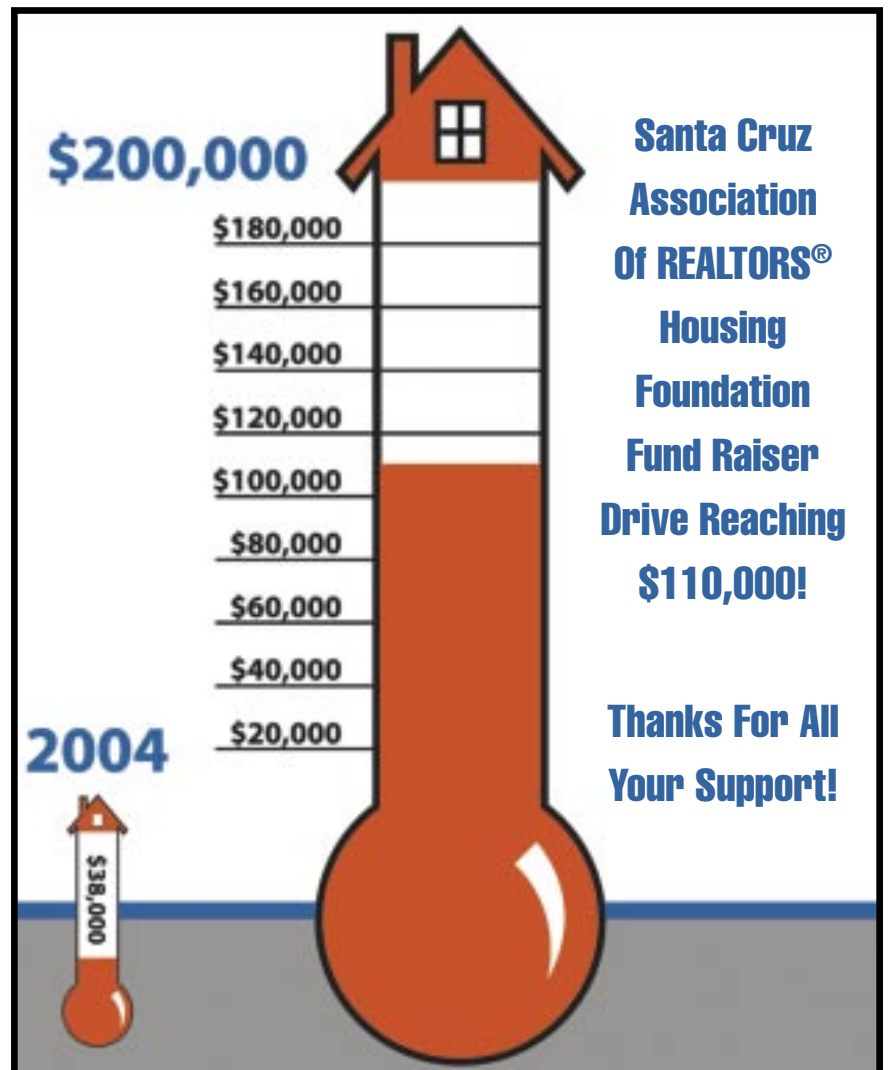
The Santa Cruz Association of REALTORS® Housing Foundation was incorporated in 2003 to assist residents of our community realize the dream of homeownership in Santa Cruz County by providing education, financial programs, and by supporting organizations who embrace our goals. The Housing Foundation received tax-exempt status from the State of California and the Internal Revenue Service towards the end of 2004, and has since raised donations of over \$100,000. For more information about the Santa Cruz Association of REALTORS® Housing Foundation, go to www.scaorhf.org or call (831) 464-2000.



Congratulations to Christa Shanaman and Lee Jacobs on winning this auction item!



Full Swing with Tiffney Zachmeier of Coast Commercial Bank making a cameo appearance.



Senior Homebuyers Profiled

Nearly half of all seniors use the Internet as part of the homebuying process, while most senior homebuyers stay within their home state when they retire, according to a research report released today detailing home purchase behaviors of the senior market. Key differences in behaviors emerged between “younger” seniors, those seniors 50 to 64 years of age, and “older” seniors, those 65 or more years of age.

“Moving Forward: 50 and Beyond,” sponsored by the Senior Advantage Real Estate Council® (SAREC®), explores the buying trends of consumers 50 or more years of age who purchased a home within the last six months. The survey was conducted in September, 2005. Senior homebuyers were defined as those 50 years of age or older, based on the AARP definition of a senior. The Senior Advantage Real Estate Council (www.seniorsrealestate.com) is the organization that confers the Seniors Real Estate Specialist (SRES®) designation upon REALTORS® nationwide. SAREC®’s mission is to assist REALTORS® in meeting the unique real estate needs and concerns of maturing Americans.

According to “Moving Forward: 50 and Beyond,” of those homebuyers utilizing the Internet, nearly two-thirds (61 percent) did so to locate a specific REALTOR®, 92 percent utilized the Internet to research comparable prices, and 19 percent went online to learn about specific neighborhoods to move to.

“While the prospect of retirement is an exciting time for most seniors, many have not planned for the economic issues that arise as a result,” said Dr. Nathan Booth, senior advisor to SAREC®. “For seniors choosing to remain in the workforce, or even retire early, help is needed in finding the best and most prudent use of the resources available to them in real estate. It has become increasingly important to understand the changing and emerging buying and selling habits of senior homeowners.”

The survey also revealed that not only did most senior homebuyers stay within their home state (82 percent), they moved less than 100 miles from their previous home. Younger seniors tended to move farther away from their previous residences than did older seniors. Of those senior homebuyers who did move to a new state (18 percent), the most

popular choices were: Florida, 26 percent; Texas, 11 percent; Arizona, 8 percent; Nevada, 7 percent; and Virginia, 6 percent.

Nearly half of senior homebuyers nationwide were at least somewhat familiar with the Seniors Real Estate Specialist (SRES®) designation, according to the report. The SRES® designation is the only real estate designation offering the Client Assurance program, enabling senior homebuyers and sellers to electronically verify the professional and state licensing status of its Seniors Real Estate Specialist® designees before engaging a REALTOR® when buying or selling a home.

“Moving Forward: 50 and Beyond,” is available to SRES® members for \$9.95, and to non-members for \$19.95. To order, go to www.seniorsrealestate.com.

SAREC® is owned by Real Estate Business Services Inc. (REBS), a



subsidiary of the California Association of REALTORS® (C.A.R.). Leading the Way...T in California real estate for 100 years, the California Association of REALTORS® (www.car.org) is one of the largest state trade organizations in the United States, with more than 180,000 members dedicated to the advancement of professionalism in real estate. C.A.R. is headquartered in Los Angeles.

Integrity is built into your real estate career from the start and only gets stronger through what you will learn by attending Council of Residential Specialists Courses. For education, you can take CRS Courses on a variety of practice-oriented topics at locations worldwide. You'll learn how to work successfully with home buyers and sellers – gaining experience.

KNOWLEDGE

To earn the CRS Designation, real estate agents must successfully complete the most rigorous education requirements and demonstrate high production levels. The **knowledge** they acquire through CRS Courses allows them to compete at the next level of production and professionalism.

REFERRALS

CRS Designees profit from a dynamic **referral network worldwide** of nearly 40,000. Some CRS Designees report earning 75 percent of their income through referrals.

EARNINGS

CRS Designees earn on average of **\$113,102** annually – about three times more than the typical REALTOR® sales agent at \$34,100 per year.

FOR MORE INFORMATION

For more information on the Council of Residential Specialists and its education courses, call 800.462.8841 or visit our Web site at www.crs.com.



CLASS INFORMATION

CRS 201: Listing Strategies for the Residential Specialist provides students with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively.

Dates: February 16 & 17, 2006

Registration: \$325 SCAOR Members
\$350 Non-Members

To Register:

call: Leslie Flint at 831-464-2000

email: lflint@scaor.org

fax: 831-464-2881

mail completed form to:

Santa Cruz Association of REALTORS®
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