

The SCAOR eScoop

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Santa Cruz Association
of REALTORS Inc.

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Governor Proposes Extension of Home Buyer Tax Credit

Jobs and Economic Growth

The Governor made it clear that his number one priority in 2010 is fostering a business-friendly economy and creating jobs. In his speech, he outlined measures he will present to the legislature to achieve that priority including:



- The *California Jobs Initiative*, a program to pump jobs into California by creating or retaining up to 100,000 jobs and providing training to 140,000 individuals to enable them to retain their current positions or compete for higher paying jobs.
- A proposal to extend and expand the \$10,000 homebuyer tax credit to include the purchase of existing homes in addition to new residences for first-time homebuyers.
- A proposal to eliminate frivolous lawsuits that punish California's small businesses.

[Click here for the full story.](#)

Can You Live Up to the Laws? More Importantly Can Your Staff?



Discrimination... reasonable accommodations... complaints... steering... linguistic profiling... Limited English Proficiency... equal opportunities... lawsuits... protected classes... therapy animals... children... consistency... settlement decrees...

Do these words make you uncomfortable? Maybe bored? Even frustrated?

1/22

[Face to Face with Facebook](#)

Office Hours:
8 AM - 5PM
Mon. - Fri.

**The SCAOR Office
will be closed:
Jan. 18th**

In observance of
Martin Luther King
Day

January Store Sale
Everything is 10%
Off. Come in
and save!

*excludes
lockboxes

If you answered **YES**, you are not alone!! As real estate professionals you **MUST** be familiar with these words. Honestly, you may be so familiar with them that they cause you to glaze over and yawn. And other times, these words invoke feelings of frustration and sometimes out right anger.

But... whatever the feelings they invoke, it is important you understand that **FAIR HOUSING IS NOT AN OPTION... IT IS THE LAW**...one not only you but your entire staff must be intimately familiar with!! In fact everyone on your staff... even escrow coordinators, bookkeepers, receptionists... and of course site and property management staff, must be well-versed in fair housing.

Having a well-educated TEAM is not only a good business practice but an important element in keeping you out of fair housing hot water!!!

Attend a seminar presented by Linda Creel with the Fair Housing and Equal Opportunity Division of HUD being held at SCAOR on Monday, January 25th from 10:00am-12:00pm. Special Member pricing will be extended to any staff person of a SCAOR member who would like to attend. Click [here](#) for more details and registration instructions.

Property Manager Job Opening

Santa Cruz Community Counseling Center is seeking a full time experienced property management professional to lead a department of six staff in the management of permanent and transitional housing for low-income psychiatrically disabled tenants. The Agency provides housing for 137 tenants in a variety of settings. In addition, this position has responsibilities for program facilities used for a variety of the Agency's programs. [Click here for a full job description and how to apply.](#)



Beware of Making Risky Referrals

The California Department of Consumer Affairs (DCA) licenses and regulates more than 250 professions.

REALTORS® are often asked by clients to make referrals to housing related vendors. Selling products or services without a license in one of the professions regulated by DCA is illegal. Such professions include but are not limited to, structural pest control companies, contactors, architects and electricians.



If you refer a homeowner to an unlicensed business or practitioner and the client is harmed physically or financially, your reputation can be harmed as well. Be sure to tell your clients - Don't take chances. Inquire BEFORE you hire! Check for a valid, good-standing license before you do business with anyone. Checking a license is quick and easy, go to www.inquirebeforeyouhire.ca.gov.

Dues Late Fee Effect

If you have not paid your dues please be aware that past dues notices were sent out and a late fee has been applied. Please call SCAOR for more information at 831-464-2000.

If you are unable to open any of the links visit our website at www.scaor.org or call Andrea Harbert at 831-464-2000 or send an email to andrea@scaor.org
For a pdf version of this week's eScoop [click here](#) or go to <http://www.scaor.org/escoop.php>.

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