

The SCCAR eScoop

February 2, 2011 - Vol. 3, Issue 103



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For a complete list of classes, [click here](#).

Help Your Buyers Get the Best Deal!

Attend the SCAOR Housing Foundation's workshop to learn how to layer local first time homebuyer and closing cost programs.

Your clients may be eligible for multiple programs that could potentially allow them to qualify for more property. Andrea Schenk, Santa Cruz Home Finance and Carlos Landaverry, County of SC Planning Department will cover Santa Cruz County programs and show you how they work together.

Wednesday, March 2nd
 9 - 10:30 am

Free to SCCAR members who [pre-register](#)



Calling All Shutterbugs!

SCCAR is in the process of developing our 3rd Annual REACH (Real Estate and Community Help-Guide) and is 'reaching' out to our members for a great cover shot! We are looking for an image that truly reflects the beauty that is Santa Cruz County.

The winner will have their photo used on the cover and will receive recognition inside the REACH, in the eScoop and in our newsletter! This full color publication is distributed not only to our members, but to the public and is available online year round. To view our previous issues, [click here](#).



Upcoming Events

2/3

[Tour & Marketing Meeting](#)

2/11

[Housing Market Update](#)

with Leslie Appleton-Young, C.A.R.'s Chief Economist ([flyer](#))



2/25

[Health Screenings](#)

REACH 2011
Get noticed!



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

Specs: Images must have a resolution of 6 megapixels or higher and be submitted in eps or jpg format. Please do not include specific people in your shot due to permission issues. The deadline for submission is February 18, 2011. Submit images to: andrea@scaor.org

Tour RE Marketing Meeting Tomorrow

Join us and fellow members tomorrow, Feb. 3rd, for the weekly Tour & Marketing Meeting! Network, market your listing and hear a one minute mortgage update. By attending you will be entered to win a \$50 gift card to Shadowbrook. All that in 30 minutes, what a great way to start your day! Snacks and coffee are always available.



Thank you to this week's tour sponsor, Kane Silverberg with RPM Mortgage who provided the gift card!

Clarus Links Have Moved

We are currently making some updates to the Association website and in the process have moved the links to the Clarus products. Please find MarketMetrics & Investor under Member Resources from the top menu bar. The remaining links that used to reside under Quick Links are now on the bottom of the homepage.



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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