



## THE SCCAR eSCOOP

February 4, 2015



## 2015 Outlook & Trends to Watch Event - Next Week!

SCCAR C.A.R. Directors recently attended the C.A.R. January business meetings and brought back a wealth of knowledge and information. They will share current issues & trends and their unique perspective. This free event will also feature a legal update on current cases and new laws that affect REALTORS®. This is FREE event with refreshments provided!

[Reserve your seat](#)

## Upgrade Your Listing!

The 6th annual REACH guide features all active SCCAR members and is available in our office and online year round. There are three affordable ways to enhance your listing in this full color publication, 1) placing a display ad 2) highlighting your listing 3) bolding your listing. Make sure you stand out in 2015!

[Read more](#)

## Snap Any Home to Find Out All About It

Using the new MLS Homesnap app (available for iPhone, iPad and Android devices) you can snap a photo of any home, nationwide, to find out all about it. Provide your clients with branded search and earn buyer exposure by taking snaps. All buyer inquiries are sent directly to you.

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### 2015 Corporate Sponsor



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## Cover Photo Contest

### *Deadline February 16*

Share your fabulous photos of Santa Cruz County and be entered into our [REACH](#) 2015 Cover Photo Contest! We are looking for images that reflect the beauty and diversity of our area. Submission deadline is February 16th.

[Read more](#)

## Form AD Expiration Date

Statutory changes were made to the C.A.R. Form AD (Disclosure Regarding Real Estate Agency) effective 12/20/2014. If you have forms with any prior date, do not use them. zipForm® has the current version and the paper version is currently on back order.

## Cheaper Mortgages: The Voice for Real Estate

FHA has cut its annual insurance premium by 50 basis points: and Fannie Mae and Freddie Mac are allowing loans for as little as 3 percent down. Both changes were sought by NAR. Learn more in NAR's latest news video, "The Voice for Real Estate". The video also looks at the status of drone rules and how 2014 home sales fared.

[View video](#)

## Free MLS Training in February

February 18, 10 am: [Search & Report Essentials](#)  
Learn the foundations of the primary MLS listings search tool, including display options, report formats and client communications.

February 18, 1 pm: [Public Records Search](#)  
Find out how to search county tax records, ownership information, mortgage facts and distressed data of all California properties. Then, use this information to create marketing plans and tools

You can register for either or both [online!](#)

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