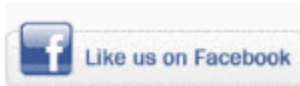


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February 8, 2017

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update




The SCCAR office will be closed Monday, February 20 in observance of Presidents' Day. We will re-open Tuesday, February 21 at 8 am.

Valentine's Day Soiree & Gift Sale this Friday!

Enjoy wine & chocolate while shopping for your Valentine! Fabulous items from local vendors will be on hand for your shopping pleasure. Ticket price is \$10 and includes a glass of wine and samples of Lula's gourmet chocolate. Join in our raffle to win sweet prizes! Event date is Friday, February 10, 3 - 5 pm at SCCAR. [RSVP today!](#)



 Order a Report	 tourfactory [™] Order a Virtual Tour	
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Win sweet prizes (and cash) at this week's Valentine's tour meeting!

SCCAR is celebrating Valentine's Day early at tour on February 9th! Dress in your favorite shade of red or pink (themed accoutrement always welcome) and be entered to win sweet prizes - cash and candy! See you at 8:30 at our office.

zipForm training March 1st

Need to learn how to use zipForm or want to brush up on your skills and learn the latest? Then be sure to attend this once a year training course that will consist of two classes covering basic and advanced users. Course date is Wednesday, March 1, 2017. The [basics](#) class is 9 - 11 am and [advanced](#) is 12 - 1 pm. Register now, this one will fill up fast!

Kick your listing up a notch!

The 8th annual Real Estate and Community Help Guide (REACH) features all active SCCAR members and is distributed locally and available online year round. Your listing can stand out from the rest for as **little as \$25!** View all your options [here](#). Deadline is February 23, 2017.



Tackling Mobile Technology

Learn basic smart phone techniques and skills to maximize features. This lab-focused class will start at the beginning with navigation, photos, applications and updates, maps, and general terminology. Class date Friday, February 24 at 10 am. Free with RSVP. [Register here](#)

Learn the HomeSnap App

Learn how to use the new "HomeSnap Pro" mobile application to retrieve agent-level data when you're in the field. This workshop will assist in getting you set up, branded and connected to listing inventories and market activity while you're on the move. Class date Friday, February 24 at 1 pm. Free with RSVP.

[Register here](#)

REACH cover photo contest has begun!

SCCAR is "reaching" out to our members for a few great cover shots for our 8th annual [REACH Guide!](#) We are looking for images that reflect the beauty and diversity of Santa Cruz County. The winners will have their photos featured on the cover and will receive recognition inside the REACH, in the eScoop, in our newsletter and on our facebook page! View specs [here](#) and submit your images to andrea@mysccar.org by February 16, 2017.

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