

The SCCAR eScoop

February 9, 2011 - Vol. 3, Issue 104



In this issue..

[Layering 101](#)

[Tour & Marketing Meeting](#)

[Enhanced C.A.R. Benefit](#)

[How To - Online Registration](#)

Quick Links

[Clarus Market Metrics](#)
[Clarus Investor Facebook Fansite](#)
[Follow us on Twitter](#)

Upcoming Education
[Register online](#) for any of our classes!

2/14
[Matrix Essentials](#)
[Mastering Matrix](#)

2/18
[REALTORS®-Property Resource](#)

3/8
[Money Mind-Set Sales Training](#)

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

What's Happening in Your Market? Find out this Friday!

This is a can't miss event! Leslie Appleton-Young, C.A.R.'s Chief Economist, will be at SCCAR on February 11th for a Housing Market Update! Learn what's happening and where the market is going in 2011.



Information will include:

- California & National Data
- Market data will also include Santa Cruz, Santa Clara and Monterey Counties
- Market data on the cities of Aptos, Santa Cruz and Scotts Valley

Friday, February 11th
1 - 3 PM

SCCAR Office

\$15 SCCAR Members

\$30 Members at the door

Register [online](#), complete a [registration flyer](#) or call SCCAR at 831-464-2000.

It's All About Layering!

Help Your Buyers Get the Best Deal in this Free Class

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.

Upcoming Events

2/10
[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](#)
Coming in March...Get noticed!



[Enter our photo contest!](#)

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

The SCCAR Office will be closed Monday, February 21st in observance

Wednesday, March 2nd

9 - 10:30 am

Cost: Free! RSVP is required, [pre-register](#) or call 831-464-2000

Tour Meeting Tomorrow

Join us and fellow members tomorrow, Feb. 10th, for the weekly Tour & Marketing Meeting! Network, market your listing and hear a one minute mortgage update. 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, Josh Cantrell with JCP-LGS Disclosures!



Upload non-zipForm® 6 Documents!

Check out the recently released enhanced user interface for zipLogix Digital Ink™. Features include:



- Send non-zipForm® 6 documents (broker forms, MLS paperwork, lender documentation) for e-signature
- Easy-to-use screens to use for both members and their signers
- Assign read/acknowledge only transaction participants

To begin using your newest FREE member benefit, log on to your zipForm® 6 account and look for the esign icon. To learn more about zipLogix Digital Ink™, visit www.car.org/tools/zipForm6/esign/digitalink.

How to Use Your Member Benefit

Our online registration is designed to save you time by enabling you to sign up for events and education anytime from your computer. To assist in helping you utilize this tool, below is a step by step guide to



of Presidents' Day

doing so successfully. *Please note: As a member, an account has already been created for you.*

- Go to: [Online Registration](#)
- Click '**Add to Cart**' under the class/event you would like to attend
- Click '**Proceed to Checkout**' (*member pricing will show on the checkout page once you log in*)
- On the next page, click '**Log in to your account**'
- Enter your email address as your username and your credit card billing zip code as your password (your home address we have on file was used)
- The next screen under **Order Total** near the bottom will reflect the member price
- Click '**Checkout**'

That's it! Once you are logged in you can change your password, sign up for more classes and keep track of your orders.

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>.

[Forward email](#)



This email was sent to andrea@scaor.org by andrea@scaor.org | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Santa Cruz County Association of REALTORS® | 2525 Main Street | Soquel | CA | 95073