

The SCCAR eScoop

February 16, 2011 - Vol. 3, Issue 105



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

REACH Deadline Approaching Fast!

SCCAR's Annual **REACH** (Real Estate and Community Help Guide) is hitting the streets in March and the deadline to get yourself noticed is **Feb. 28th!**

This full color publication features all active SCCAR members and is delivered to local businesses, chambers of commerce and is available publicly online year round. Gain extra exposure by bolding, highlighting or purchasing a display ad at unbeatable rates. Click [here](#) for rate information. To view last year's publication [click here](#).

Don't forget the front page [photo contest](#) - deadline is this Friday, Feb. 18th!

Rental Ordinance: Public Hearing

If you are a property owner in Santa Cruz County and are not yet aware, the Planning Commission & Board of Supervisors are preparing an ordinance to regulate the use of single-family homes as vacation rentals. As proposed, this could have lasting and direct impacts on the value and use of your property.



The Santa Cruz County Planning Commission is scheduled to take a final vote on this issue: **Wednesday, February 23, 2011 at 9 AM.** [View the Notice of Public Hearing for this meeting](#)

Upcoming Events

2/17
[Tour & Marketing Meeting](#)

2/25
[Health Screenings](#)

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

The SCCAR Office
will be closed
Monday, February
21st in observance
of Presidents' Day

Tour Meeting Tomorrow

Join us tomorrow, Feb. 17th, 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, Rod Quartararo with Bay Federal Credit Union!



Realist & RPR This Friday!

MLS Listings, Inc. will be on hand this Friday, Feb. 18th for two great FREE sessions.

Session one, 10:30-12 pm: REALTORS® Property Resource (RPR)

RPR offers REALTORS® the competitive edge via comprehensive property data and powerful presentation tools within a single website that includes: Tax Assessment MLS Content Foreclosure Data Liens / Permits Neighborhood Information Economics Mortgage & Deed Recordings REO / Short Sale Data Property Zoning Flood Plain Maps School District Data Demographics

Session two, 1:00-2:30 pm:

Realist

This 90 minute course will provide you with the basic skill requirements for the Realist application. Upon completion you will have learned: Application Navigation; Foreclosure Reports; Map Labeling; Map Search; Saving Searches; Inputting Search Queries; Reporting & Results Options; Data Exporting.

Call us today to register, 831-464-2000 or go [online!](#)

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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