

# The SCAOR eScoop

March 4, 2010 - Vol. 3, Issue 59



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## Upcoming Education

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## The 2010 Spring Housing Expo Offers Great Exposure to the Public!

SCAOR is currently seeking sponsors and exhibitors for this fantastic annual event that will be held 5/8/2010 at Twin Lakes Church in Aptos. This fourth annual event is free to the public and will educate local consumers about the ins and outs of home buying, investing and foreclosure avoidance. Don't miss this opportunity to expose your business to this great audience. [Click here](#) for more information or contact Andrea at 831-464-2000.



*Don't Delay! The deadline to sponsor this public event is March 15th.*

## National Flood Insurance Program Extended To March 28th

*Your Dues Dollars at Work!*

On March 2nd, President Obama signed into law H.R. 4691: the Temporary Extension Act of 2010 which has extended the authority for several programs including the National Flood Insurance Program (NFIP). NFIP's expiration date was February 28; H.R. 4691 changed the date to March 28, 2010.



Pending before the Senate is an amendment to separate legislation (H.R. 4213) which would extend the program through the end of the year. NAR will continue to push for the longer extension, to avoid compounding the market uncertainty and give Congress sufficient time to enact

**Few Seats Left!**

**3/15**

[MLS Listings PERKS Program](#)

**3/24**

[Red Hot Buyers!](#)

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



### *The 'Data' That Matters at Summit 2010*

#### **Office Hours:**

**8 AM - 5 PM  
Mon. - Fri.**



**Spring Forward!**  
Don't forget to turn your clocks forward on March 14th!

SCAOR will be holding its second annual Summit on March 22nd! This year's event will once again feature three outstanding speakers; Richard Mendenhall - Past President of NAR, Joel Singer - Executive VP of C.A.R., and Sean Saldavia - Santa Cruz County Assessor. Highlights at the event will be a state and local economics overview and Richard Mendenhall's, 'data that matters to REALTORS®'.

Don't miss out on this sell-out event! Summit 2010 will be held on March 22, 2010 from 11:30 AM - 2:00 PM at the Seascape Golf Club in Aptos. Registration and lunch from 11:30 AM - 12 PM with the program beginning at 12 PM. [Click here to register!](#)

Thanks to our Corporate Sponsor, MLS Listings Inc., and our Event Sponsor, Bank of America for generously supporting this year's 2010 Summit.



### **Red Hot Buyers! Early Bird Pricing ends March 10th!**

This class will be held at SCAOR on Wednesday, March 24th from 10:00am-1:00pm. Tuition includes a customizable CD of the Buyer's Book. This class will prepare you to represent buyers in real estate transactions and learn how to provide the quality of service that your clients deserve.



In this class, taught by Bob Barrie, you will learn the importance of having a Buyer Broker Agreement and get the buyer to sign it; Pre-agreement consultation techniques; How to set expectations and build rapport with your buyers; How to discover if a buyer is really motivated to buy or not from the first meeting; Gain client loyalty; Make efficient use of your time; How to put an end to other agents poaching your clients; How to use a Buyer's Book, and much, much more! [Click here to register!](#)

If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org) or call Andrea Harbert at 831-464-2000 or send an email to [andrea@scaor.org](mailto:andrea@scaor.org)  
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