

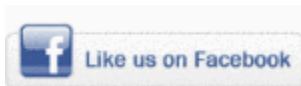
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March 8, 2017

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Learn how mortgage industry changes affect your business!

Join us for a discussion on the ever-changing mortgage industry! Have all your questions answered and concerns addressed by a panel of top local mortgage professionals. Staying on top of mortgage industry changes will help position you as a trusted adviser in real estate. Event date is Friday, March 10, 11:30 am - 1 pm.



[Register for \\$15 - lunch included!](#)

 <p>Order a Report</p>	 <p>Order a Virtual Tour</p>	
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LEAD GEN Tips & Brews!

Join fellow industry pros at the next [MREP](#) event for tasty brews in a fun atmosphere while getting lead gen tips from seasoned REALTORS®! A quick presentation will be followed by chatting and networking with fellow agents! Share your experiences and learn from others. Event date is March 23 at NuBo Brewery, RSVP by 3/21! [Read more](#)

Tour Cancellation Notifications

In an effort to keep you up to date of tour cancellations in a more timely manner, SCCAR is implementing a tour cancellation email notification list. This will be an opt-in list - meaning we will only email those that have specifically requested to be notified. If you would like to be notified when a property on tour is cancelled after our Wednesday 3 pm cut off time, please [click here](#).

Come Together. Attend Legislative Day 2017!

Connect with 2,000 of your closest REALTOR® friends in Sacramento for C.A.R.s 45th Annual Legislative Day! Laws created in Sacramento have a tremendous impact on your ability to do business from point of sale mandates to taxes to housing opportunities. Legislative Day is May 3 and the deadline to register is April 12. The event is free to SCCAR members who contributed an additional \$49 to RAF. Cost for all others is \$49. [Read more](#)



RESPA Enforcement Action

Consent orders issued by the CFPB over marketing services agreements, lead-sharing agreements and desk licensing agreements shed light on the current state of RESPA enforcement. [Read more](#)

March Member Value Plus Offer

Download the 2017 NAR Member Resource Packet & uncover the many NAR benefits, plus earn an instant reward & chance to win an Amazon Echo! [Download here](#)

Take Advantage of Core Marketing Platforms

It is no secret that there are a few digital marketing platforms that set the gold standard for key performance indicators (KPIs) regarding growing your bottom line. Two of these proven platforms are Google AdWords and Facebook. [Check out](#) their new marketing features.

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