



## THE SCCAR eSCOOP

April 17, 2014



*In observance of Good Friday, the SCCAR office will be closed Friday, April 18. We will re-open Monday, April 21 at 8 am. Have a Happy Easter Everyone!*

### Thirsty Thursdays Are Back!

Join us tonight Thursday, April 17 to quench your thirst for fun with fellow REALTORS® and Affiliates at SCCAR's Thursday networking social! Stop by Little Tampico after tour and enjoy cocktail and appetizer specials from 4-6 pm.

[Read more](#)

### zipForm® Pro Terminating June 2

Beginning on June 2nd all members will be required to register for a zipForm Plus account. All online transactions will automatically transfer to zipForm® Plus. Don't wait until you have a transaction! Learn the new zipForm now and be prepared for the next generation of electronic forms. Attend our zipForm(r) Plus training to be sure you're ready! See info below.

### zipForm® Pro Training

Learn how to access zipForm® Plus, digital signatures, online document storage, how to import MLS data using MLS-Connect and how to create, e-mail and e-sign on your tablet using zipForm® Mobile Edition. Seats will fill up fast for this Friday, May 23 class.

[Read more](#)

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- [www.mysccar.org](http://www.mysccar.org)
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#### 2014 Corporate Sponsor



## Matrix Search & Report

Learn the foundations of the primary MLS Listings search tool, including display options, report formats and client communications on April 25, 2014 at 1 pm.

[Register Here](#)

## Enhance Your Marketing

Join C.A.R.'s Chief Technology Officer for a free webinar to discover various tools and information C.A.R. provides to assist you with your marketing on Wednesday, April 23, 2014, 2 - 3 pm pst.

[Read more](#)

## Pay Your Key Bill Online

Please be aware that our annual Key and Tour bills were mailed out this week. To avoid interruption of your service and additional charges, please submit payment by April 30, 2014.

[Pay online](#)

## Calculate Commute Times For Your Clients

Drive time to work is a key buying criterion for 73% of home buyers. You can help these home buyers assess properties based on actual drive times using INRIX Drive Time™ inside of Clarus touchCMA(tm).

[Read more](#)

## MLS Area Map

Access Santa Cruz County MLS area map through Realist, the MLS's public record database. Log onto Matrix, click Realist II, enter your property address. Be sure the Boundaries option on the right tool bar has MLS Area selected.



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Office Hours: 8 am - 4:30 pm

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