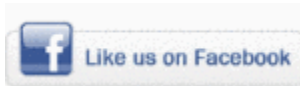


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April 17, 2019



### **Learn to Leverage Your Social Media For Max ROI**

The #1 Social Media Boot Camp for real estate professionals is coming to SCCAR. Discover short-cuts, tips & tricks as we reveal what works best when using social media to grow your business! Did you know referrals and recommendations from friends on social media has the highest customer conversion rate in real estate marketing? Learn how to leverage your social media Tuesday, April 23, 11 am - 1:45. \$15 includes lunch. [Register](#)

### **Increase Your Web Traffic with SEO & Pay Per Click!**

When it comes to boosting traffic to your website, you have two basic options: pay-per-click (PPC) advertising or search engine optimization (SEO). Attend this class and learn how to get the best results by leveraging both! Class date: April 24, 9:30 - 11:30 am, \$10 member registration fee.

[Register](#)

## MREP Kickoff at Beer Thirty!

MREP (Modern Real Estate Professionals) is back and we are kicking things off with a super fun event at Beer Thirty! Join us for mingling, cornhole and tasty brews! Attend 4 out of the 5 events and earn your 2019 MREP Honors Certificate! BONUS - at the end of the series there will be a 50/50 cash raffle! [Free with RSVP!](#)



## We Need You for a Few Hours to Help Seniors!

SCCAR is in great need of volunteers to help out at this year's RSVP event. RSVP (REALTOR® Volunteer Service Program) is a one day community outreach program that will take place on Monday, May 13, 2019. The program provides free assistance to seniors who cannot otherwise perform certain household tasks due to physical or financial constraints. The success of this program relies entirely on volunteer efforts and with over 40 homes in need of service, we need your help! [Read more](#)

## What you Need to Know About ADU's

One of our most popular classes in our SCCP series "All About ADU's" is happening next Friday, April 26 at 9:30 am. You don't need to be signed up for the series to take it! \$20 registration fee. This one will fill up. [Register today](#)

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## Local Planning Departments Panel

Find out what's coming up in the cities of Santa Cruz, Capitola, Watsonville, Scotts Valley and the County from a panel of local Planning Department experts. Presenters will speak about building, development, long range planning and special projects happening in their cities. Event date: Wednesday, May 15 at 9:30 am. \$10 registration fee in advance, \$15 at the door. [Read more](#)



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## Median Price Moderate in March

The lowest interest rates in more than a year boosted California's housing market and kept home sales level in March after an exceptionally strong performance the previous month, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) said yesterday. [Read more](#)

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