



THE SCCAR eSCOOP

July 16, 2014



Countywide Open House Weekend This Weekend!

The SCCAR 4th Annual Santa Cruz County Open House Weekend is **July 19 & 20**. Participation is free! Consumers are instructed to look for balloons, signs and **your property** listed on our website. **GREAT** deals on the Sentinel's [Open House Directory](#) ads. Come on down and get your signs and balloons!

[Read more](#)

New Alliance with REAL Trends Offers Members the Latest

SCCAR members can now access the latest trends, strategies, analyses, people and news shaping the real estate industry. As a new member benefit, SCCAR has partnered with REAL Trends, a monthly newsletter containing the most up-to-date information that impacts your business. Log onto our [member page](#) to see the latest!

"A Taste of Santa Cruz" Booth Kickoff Next Week

Be part of THE premiere food event of the year by sponsoring a booth at the 10th annual 'A Taste of Santa Cruz!' Booth Kickoff will be held on Wednesday, July 23 between 9 and 11 am. Download a [Booth Packet](#) for complete details. Event date is Thursday, November 13, 2014.

[Read more](#)

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2014 Corporate Sponsor



July MVP Offer

Earn a \$5 Amazon Gift Card and chance to win an iPad Air by taking action with the Credit Union and MVP by 7/31!

[Act Now](#)

"The Impact of Investors on California's Housing Market" Webinar

Learn about the general investor climate, the specifics on investment transactions and much more. July 31, 2014.

[Register here](#)

Outrageous 70's Charity Golf Tournament

Get your foursome ready and join us for a groovy day filled with golf, fun and friends! This year's tournament will feature 'fun to the max' contests, raffle and musical jam session. Ticket price includes 18 holes of golf, golf cart, lunch and awards dinner. Tournament date is Friday, August 22.

[Read more](#)

More Sample Letters Inside Your zipForm® Account

The C.A.R. Sample Letter Library now offers seven new sample letters that REALTORS® can use for free! Log into your zipForm® account and click the "Select Library" drop-down menu to view the sample letters.

[Read more](#)

Agent Pro Pack (MLS)

This workshop will help you set up automated market inventory and activity reports for fast delivery to your mobile device, keeping you in touch with current and customizable market conditions even when you're on the road. Friday, July 18 from 1-2:30 pm. Free for SCCAR members

[Read more](#)



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