

# The SCCAR eScoop

July 17, 2013 - Vol. 3, Issue 226

Join us for the Tour Marketing Meeting tomorrow, 7/18 at 8:30 am and at Thirsty Thursday from 4-6 pm at the new Discretion Brewing!

Thank you to this week's tour sponsor Caitlin McLeod, who is providing tasty treats!



In this issue..

Countywide Open House

Your Space Awaits

Tax Talk

Sip of Summer at MJA

HomeWorks Transition Training

Call For Action

## Countywide Open House Weekend Coming Up!

During the weekend of **July 27 & 28**, REALTORS® will hold open houses in neighborhoods across the county, bringing value to both buyers and sellers.

**Participation is free!** Balloons and signs are at SCCAR now for use during the event (while supplies last).



This event is sponsored by the Sentinel and Good Times, which both offer special pricing for advertising. The deadline for the Good Times is this Thursday, July 18th!



Details at: <http://www.mysccar.org/sccopenhouse.php>

## Your Space at 'Taste' Awaits!

Be part of THE premiere food and fundraising event of the year by sponsoring a booth at the 9th annual 'A Taste of Santa Cruz'!



Come to the Booth Kickoff on **Wednesday, July 24 between 9 and 11 am** to choose your space. First come + first paid = first choice.

Download a Booth Packet for complete details and to learn about our sponsorship opportunities.

Find more information about this event at [www.atosc.com](http://www.atosc.com).





Take [Action](#) and Win great rewards!

### Upcoming Education

**Fri., July 26**

[MLS Source App for iPads](#)

**Wed., July 31**

[Tax Talk](#): You Might be Overpaying Your Taxes!

**Fri., August 2**

[HomeWorks Transition Training](#)

**Wed., August 21**

[Your Guide to the RPA](#)

To sign up online, visit our secure web [portal](#).

View our events and education calendar for a complete list of classes [here](#).

### 2013 Signature Affiliates



## You Might Be Overpaying Your Taxes-Be Prepared for 2013!

Our Tax Talk course provides specific strategies for real estate professionals. Get it straight from the pros on these essential topics:



- > Overview of Tax Code Changes
- > How new 2013 tax law affects purchases in your business
- > How to use the tax side of business
- > New first year auto deduction updates
- > IRS Audit-Reduce your chances-Red flags to avoid!
- > Learn how a 105 Medical Plan can turn your family's medical expenses into tax-favored business expenses.

Wednesday, July 31, 2013

9:30 - 11:30 am

\$5 for SCCAR members, \$15 at the door, \$25 for nonmembers

Register [online](#) or download a course [flier](#) and fax to 831-464-2881.

## Sip of Summer at MJA Vineyards

Join us for fun, food and delicious wine while helping to raise funds for low income home buyers in our community at 'Sip of Summer 2013! This event is being held Thursday, August 1st from 4-7 pm. Wrap up your tour day with a fine glass of vino!



Your Sip ticket gets you a 4 oz pour of MJA's finest, appetizers, live music provided by local Hawaiian musician, Vern Fernandez, and drawing entry. Additional pours and bottles available.

Tickets can be purchased online at [www.sccarhf.org/sipofsummer](http://www.sccarhf.org/sipofsummer) or pick them up at our office!

## Learn the Basics to Transition from HomeWorks to Matrix

This course will cover the basic skill requirements to transition users from HomeWorks to the Matrix search application. Learn





how to log in, access the home page, do a basic and map search, export contacts to Matrix, run reports, mapping and driving directions as well as emailing and printing.



Learn how you can become a [Signature Affiliate!](#)

### Upcoming Events

**Wed., July 24**  
['A Taste of Santa Cruz' booth kickoff!](#)

**Sat. & Sun., July 27 & 28**  
[Santa Cruz County Open House Weekend!](#)

**Thurs., August 1**  
[Sip of Summer Goes Hawaiian](#)

**SCCAR Office Hours:**  
**8 AM - 4:30 PM**  
**Mon. - Fri.**

**2525 Main St.,  
Soquel, CA 95073**  
Ph: 831-464-2000  
Fax: 831-464-2881  
[www.mysccar.org](http://www.mysccar.org)  
[www.facebook.com/mysccar](http://www.facebook.com/mysccar)  
[www.twitter.com/scaor](http://www.twitter.com/scaor)

This is a hands on class so bring your laptop or iPad!

Friday, August 2  
10:30 am - 12 pm  
Cost: Free to SCCAR members with RSVP  
Register [online](#) or call 831-464-2000

## Call For Action - "Do No Harm"

Last week, NAR issued a [Call to Action](#) urging REALTORS® to encourage Congress to retain tax provisions vital to real estate.



The U.S. Senate will soon be considering tax reform options and has adopted a "Blank Slate" approach that initially eliminates every provision in the tax code, including the mortgage interest deduction and all those that encourage real estate ownership and investment.

Senators must submit their tax reform priorities to Senate leaders by July 26th. REALTORS® need to make their voices heard now so real estate provisions are on the top of the Senators' lists.

We strongly urge you to respond to this Call using this [link](#).

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

[Forward email](#)



This email was sent to [contact@mysccar.org](mailto:contact@mysccar.org) by [contact@mysccar.org](mailto:contact@mysccar.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Santa Cruz County Association of REALTORS® | 2525 Main Street | Soquel | CA | 95073

