

The SCAOR eScoop

July 22, 2010 - Vol. 3, Issue 77



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Everything You Always Wanted to Know...

..about the Santa Cruz Planning Department! Susan Kauffman will be at SCAOR on Wednesday, August 4th from 10 AM - 12 PM to educate everyone on the planning department, how it operates and the benefits to REALTORS®.



This event is Free to SCAOR members who register before the event. [Click here](#) to register today!

SCAOR Blood Drive - Help Save a Life!

SCAOR is partnering with the American Red Cross for a lifesaving blood drive. It will take place on Wednesday, August 18th at Holy Cross Church from 11 AM - 4 PM.



The supply of type O negative blood at the American Red Cross has dropped to critically low levels. Please consider giving.

Make your live-saving appointment by logging on to redcrossblood.org using Sponsor code: SANTA or by calling 1-800-RED CROSS (800-733-2767).

Heads Up On Down Payment Funds!

The County of Santa Cruz has at least 50K of down payment assistance that needs to be loaned to a low-income ind./family by 8/25/2010. This would have to be



[Social Media Bootcamp for Realtors](#)

For a complete list of classes [click here](#).

Upcoming Events

7/29
[Tour & Marketing Meeting](#)

8/4
[SC County Planning Dept. Presentation](#)

8/14
[Blood Drive](#)

8/17
[Sip of Summer](#)

8/23
[Summit II](#)

Office Hours:
8 AM - 5 PM
Mon. - Fri.

somebody in escrow, preferably with most contingencies removed and who could close on or around August 15th, but no later than August 23th. Please keep in mind, they only have \$50-\$80K available, not the full \$150K as the flyer states. For more info use [this link](#) or contact Porcila Wilson at: 454-2217

Early Bird Tuition extended to Friday, July 23rd!

Take advantage of this incredibly low price! Don't miss out!

Buy, Close & Move In
Wednesday, July 28 10am-12pm
Price: \$10 (until 7/23)



A panel of seasoned REO specialists share insights and tips for the buyer's agent on how to effectively navigate through the REO transaction so their clients end up with the home of their dreams. [Click here](#) to register

SOLD OUT: Monday, July 26 HAFA and the NEW Fannie Mae & Freddie Mac Short Sale Program

SAVE THE DATE: Starts August 11th: Strategic Social Marketing for REALTORS® Series.

Do you love facebook but want to know how to make it work for real estate? Then be sure to attend this series and remain competitive in the market using social media technologies! [Register](#)

**Do it yourself
facebook Tip**

As a REALTOR® you can't hire out someone to manage your Facebook account for you. You have to make time -- every morning and every evening -- to manage your account. You can, however, hire someone to enhance your page and make custom tabs with HTML.



Become a fan of SCAOR on facebook!
www.facebook.com/scaor

Provided by [Katie Lance](#) at Inman News

Rental Ordinance Interview

Steve Hartman will interview Santa Cruz Mayor, Mike Rotkin about the mandatory rental inspection ordinance this Saturday on KSCO AM - 1080 from 10:06 AM - 12 PM. Listeners can chime in when the call-in numbers are given out.

If you are unable to open any of the links visit our website at www.scaor.org or call Andrea Harbert at 831-464-2000 or send an email to andrea@scaor.org
For a pdf version of this week's eScoop [click here](#) or go to <http://www.scaor.org/escoop.php>.

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