



Monday, August 17, 2020

## Fire & Flood Insurance Panel Challenges & Solutions to Insuring Homes in High Risk Areas + More

Join our panelists for a discussion on the current environment of insuring for fire and flood. Our panelists inform and answer the hard the questions. Speakers: Tanner Tedsen, Farmers Insurance & Lauren Foos, State Farm Insurance, Alfredo Torres, AAA Insurance Agent

Panel date: Wednesday, **September 23 @ 9:30 am**. [Register](#)

## Zoom Tour Meeting August 20

Pitch your listing and do a little virtual networking at our weekly Virtual Tour Zoom Meeting! Members who wish to participate will need to RSVP. Click [here](#) to register.

## Find New Clients on Social Media

Learn how to prospect for new clients, build targeted facebook groups, interact in online communities, mine LinkedIn and much more!

**Class date: Tuesday, September 8,  
2 - 3 pm** [Register](#)

*Presented & sponsored by: Beth Powanda,  
Old Republic Home Protection*

## Local Mayors Summit Set for September 14!

Hear what's happening across Santa Cruz County from your local Mayors. Hot topics will include the Shelter in Place order, eviction moratoriums and vacation rentals. Event will include a Q & A session. **Event date: Monday, September 14, 9 - 11 AM** via Zoom. [Make your reservation](#)

## New DRE Publications for Licensees

## Supra Expands Suite of Virtual Services

The California Department of Real Estate (DRE) recently completed a new publication for licensees titled, "Real Estate Advertising Guidelines", RE 27. These guidelines are intended to assist California real estate licensees in understanding the many advertising requirements they are expected to know and follow. [Read the publication](#)

Supra now offers an expanded suite of new and existing services designed to further support operating in our current climate. Now, eKEY® installations can be done remotely, and real estate organizations can upgrade traditional hardware keys to the eKEY app without agents having to physically come into the office. Agents can now receive their eKEY authorization via email. [Read more](#)

## Update on Coronavirus Market Impacts

The demand side of the housing market in California remains robust. Buyers are hungry for a home that suits their new needs. Workers have greater flexibility to take advantage of that preference with increased work from home. However, a lack of supply is also putting upward pressure on home prices and crimping the ability of pending and closed transactions to grow as much as they should. [Read full report](#)

## C.A.R. Asks for Additional COVID Relief

Last week, C.A.R. sent a letter to the California Congressional Delegation to urge Congress to take action by passing another COVID-19 relief package. Among other items in the letter, C.A.R. asked that the next relief package provide funding for a rental assistance program and a homeowner assistance program. The moratoriums on evictions and foreclosures has helped bring stability to housing by protecting those financially impacted by the COVID crisis.

[Read the full letter](#)