

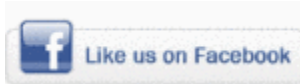
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September 7, 2016

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Zillow, Friend or Foe?

Most consumers are big fans of Zillow. REALTORS®, however, have diverging opinions of the service. Join President Candie Noel to discuss the pros and cons on Monday, September 12. Come for the whole hour, 9:30 – 10:30 am, or stop by for a few. No rsvp required and the coffee is free! [Monday Mornings with Candie](#) are held the first Monday of every month.



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REALTOR® Safety Defense This Friday!

September is Safety Awareness month! Be sure you're prepared for potentially risky situations meeting new clients, showing properties or holding homes open. SCCAR members are invited to attend a REALTOR® Safety and Defense class offered by SILVAR to learn awareness, prevention and defense tactics. Class date is Friday, September 9, 1- 2:45 in Cupertino. [Register here.](#)

Sneak Peek: Upcoming October Events

- > Housing Market Update with Leslie Appleton-Young, [October 7](#)
- > Risk Mgmt. Practices for Teams, [October 8](#)
- > Listing Contract Training, [October 21](#)

Shifting Dynamics of the Housing Market

The U.S. homeownership rate is now at 63.7 percent, a 48-year low. Since 2006, 8 million more households rent, while the number of households who own has declined by 674,000. While much of the economy has rebounded from the Great Recession of 2009, seven years later, homeownership has

stalled. Except for the Great Depression, this persistent and large decline in the number of owner households is unprecedented. Why has this occurred? What is driving the economy of renting? [Read more](#)



Come Out Swinging at SCCAR's Golf Tourney!

SCCAR's over the top fun Charity Golf Tournament is next week, September 16, and we seeking a few more players! Please join us for a full day of golf, BBQ, prizes and loads of fun on Friday, September 16. [Read more](#)

Learn the MLS App HomeSnap

HomeSnap Pro provides an unprecedented amount of real-time information to agents on the go, giving them the flexibility to research homes, interact with each other, and collaborate with clients from their mobile devices. Learn how to seamlessly share this information with your clients from your mobile device. Class dates: [September 21](#) and [October 24](#).

The Latest from REAL Trends

The September issue of REAL Trends is available on our members' only website. Check out the latest issue for the most up-to-date, trusted information impacting your business. [Log in to read more](#)

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