

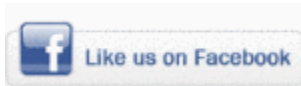
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September 14, 2016

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Don't forget our annual Charity Golf Tournament is this Friday, September 16! Players can still sign up! [Contact us](#) for more information. [Read more](#)

### Breakfast with the Mayors

This 8th annual event will cover the latest on what's happening in Santa Cruz County and provide an opportunity for our local officials to answer your questions. County Supervisor Bruce McPherson and Mayors from Santa Cruz, Scotts Valley, Capitola and Watsonville will be in attendance. FREE for SCCAR members!

[Register today!](#)



Bruce McPherson, County Supervisor



Cynthia Mathews Mayor, City of Santa Cruz



Ed Bottorff Mayor, City of Capitola



Donna Lind Mayor, City of Scotts Valley



Felipe Hernandez Mayor, City of Watsonville

GeoDisclosure Order a report

Order a virtual tour tourfactory

### Market Intelligence & Listing Management (MLS Training)

September 21, 1 pm: Market Intelligence: Learn how to build and publish charts, tables and graphs for client presentations and posting to social media in Matrix. [Read more](#)

September 26, 10 am: Listing Management: Learn the structure of the listing management input application, along with tools and techniques for enhancing your listing market exposure, keeping the data current and staying compliant with the MLSListings rules and regulations. [Read more](#)

## New Calendar Search Feature

SCCAR has made it even easier to find what you are looking for on our calendar with our new search field. Located at the top center of our online calendar, simply enter your search key word and a list with links will be pulled showing available classes/events. [See it here](#)

## New Agent Mixer: Icebreakers, Building Your Database

Please join us for the next Modern Real Estate Professionals (MREP) Mixer to learn about "Icebreakers: How to start conversations to build your database". New agents are encouraged to attend this free event to learn the basics about beginning to build a potential client database!! Event date: Wednesday, September 28, 4:30 PM. [RSVP online](#)



## Sneak Peek: Upcoming Education

- > NEW! Learn to be a key negotiator!, [October 5](#)
- > Housing Market Update with Leslie Appleton-Young, [October 7](#)
- > Risk Mgmt. Practices for Teams, [October 8](#)
- > Listing Contract Training, [October 21](#)

## 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](#).

## MLO Live Continuing Education

Course date: Wednesday, September 28, 8 am - 4 pm at SCCAR. This course satisfies requirements for DBO and CalBRE students. For more information or to register: Call 800-439-4909 or visit [https://duanegomer.biz/live/nmls\\_continuing\\_education\\_2016.asp](https://duanegomer.biz/live/nmls_continuing_education_2016.asp) Provider: Duane Gomer Inc. Loan Origination Education #1400388

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