

The SCCAR eScoop

September 15, 2010 - Vol. 3, Issue 84



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Upcoming Education

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eScoop is Now Coming to Your Inbox on Wednesdays!

In an effort to reduce the number of emails you receive from SCCAR, we have combined some of our notifications into the eScoop. Keep an eye on your inbox on Wednesday for all the news you need from your Association!



It's All About Layering!

Learn how to layer the various down payment and closing cost assistance programs available in Santa Cruz County at the '**Understanding Homebuyer Assistance Programs**' Workshop and make a sweet deal for your clients!



The workshop will be held on September 28th at SCAOR from 12 - 1:30 PM and is **FREE** to SCAOR Members. A light lunch will be provided. [Click here](#) to register.

Last Chance to Learn the Secrets... Of Escrow Coordination!

You will learn techniques & insights that can immediately assist with your day-to-day management of escrows. This class is like no other seminar. Be sure to attend to learn to:



> Locate the meat and potatoes of contract, title,

[Review & Testing](#)

9/27

[Divorce and Real Estate](#)

9/28 - Free!

[Understanding Homebuyer Assistance Programs](#)

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

- tax and termite reports
- > Identify and prevent deal-killer issues
- > Organize terms in an easy to understand format
- > Create bullet proof systems and ensure transaction is smooth and hassle free..and much more

Monday, Sept. 20th - 8:30am-12:30pm

[Register today!](#)

Bonus: DRE approved for 4 hours of Continuing Education credits!

Tomorrow is Tour Meeting Day!

The weekly tour and marketing meeting offers you an opportunity to promote your listing, network and possibly win giveaways and cash! The meeting begins at 8:30 AM and ends by 9:00 AM.



Jump start your tour day with hot coffee and a light snack!

Thank you to this week's sponsor and speaker, Laureen Yungmeyer, State Farm Insurance.

We look forward to seeing you here! For complete details, [click here.](#)

Upcoming Events

9/16

[Tour & Marketing Meeting](#)

10/1

[Oktoberfest](#)



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

Seeking 2011 LCRC Trustee Nominations

We are seeking nominations for the four (4) open two-year Trustee term positions on the **Local Candidate Recommendation Committee** (LCRC). Nominees must have paid at least the minimum \$49 REALTOR® Action Fund (RAF) contribution in 2010 and be a SCCAR REALTOR® member in good standing. You may nominate yourself or someone else. Nominations may be emailed to Barbara Palmer, LCRC Chair at bpalmer@baileyproperties.com and/or Dale Gray, Government Affairs at dale@scaor.org.



[Click here](#) for complete details.

Clarus MarketMetrics: *What types of reports are generated from the Pricing Analysis tool?*

Choose this tool when you want data driven pricing information to support your current market knowledge. Using a simple 3-step process you can visually define the appropriate price range for your client's property and help them understand market conditions within that range.

- > Pick a target price range
- > Visualize where the "target" price range "fits" into the market as a whole
- > Visually compare the sold, active, and under contract properties within that range from a price-point; DOM; and price reduction perspective
- > 4 Reports help you visualize where the "target" price range "fits" into the market as a whole:
 - > Price Distribution - Last 12 Months
 - > Estimated Price Range - For Sale Properties
 - > Estimated Price Range - Sold Properties
 - > Estimated Price Range - Under Contract Properties

Learn all about Clarus MarketMetrics for free on October 29th, 1 - 3 PM. To register contact Leslie Flint at lflint@scaor.org.

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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