

## OFFICE HOURS

8:00am to 5:00pm Monday-Friday  
Every Thursday the office is closed from  
9:00-10:30am for a staff meeting

# The SCAOR eScoop

2525 Main Street  
Soquel, CA 95073  
831-464-2000  
831-464-2881 Fax



If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org)  
or call Karen Kirwan at 831-464-2000 or send an email to [kkirwan@scaor.org](mailto:kkirwan@scaor.org)  
For a pdf version of this week's eScoop click [here](#) or go to [www.scaor.org/News & Events](http://www.scaor.org/News & Events)

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## Know the Signs



Real estate signs are an integral component of the REALTORS®' business arsenal. They allow the agent to effectively market a property, and they serve as an important directional aide when conducting an open house. With the advent of technology, real estate signs now function in conjunction with many other marketing tools available to the REALTOR®. However, they retain their status as one of the most important methods of marketing a home. Unfortunately, real estate signs can become the source of controversy in a community. If residents perceive a preponderance of real estate signs, they will put pressure on local government officials to restrict the display of the signs. Fortunately, state laws exist to protect the rights of real estate practitioners and home owners to market properties via real estate signs. The laws balance these rights with the community's need to control visual clutter and safety. It's important that you the REALTOR® know the law and follow the signage rules to ensure that this powerful marketing tool remain in Santa Cruz County. Signs are never allowed in public right of ways, sidewalks, streets, gutters, alleys. Never obstruct any type of traffic. Never allow a sign to be a safety hazard! Below is a link to the sign ordinances for the Santa Cruz County that also includes what to do if there is an issue.

Click [here](#) to view Santa Cruz County signage rules or go to [www.scaor.org](http://www.scaor.org)

## Coming Soon

- 10/7 [Avoid the TEN BIGGEST Deal Killers!](#)
- 10/13 [Homebuying Strategies with FHA Loans](#)
- 10/14 [Coastal Act—It's Everywhere!](#)

Click [here](#) for a complete list of classes being offered at SCAOR



Brats n'  
Beers  
only \$5.95!

Food, Fun,  
Music and  
Networking!

## Oktoberfest

**TODAY!**  
**October 1st**

**4:00pm to 6:00pm**

**at SCAOR 2525 Main St., Soquel**

**RSVP's a Must!**

**Call 831-464-2000**

**Have you changed offices, mailing address or  
any other contact information lately?**

If so, it's important that you notify SCAOR as soon as possible. It's simple, complete the [Office Transfer Form](#) and fax it to 831-464-2881. At the same time don't forget to notify the Dept. of Real Estate by filling out the DRE [RE 214 form.](#)

**TAX  
CREDIT**

Confused about the new \$8000 Federal First Time Homebuyers Tax Credit? Click [here](#) to view a video prepared especially for our members.



## Tastiest Tickets in Town on Sale Now!

Come and sample mouth watering treats from local restaurants and wineries at the 5<sup>th</sup> Annual 'A Taste of Santa Cruz'! Hundreds of people attend this culinary adventure each year, so purchasing your tickets in advance is recommended. Tickets can be purchased at [www.atosc.com](http://www.atosc.com) or by calling 831-464-2000.

SCOAR Housing Foundation Now Accepting Trustee Nominations! If you are a member in good standing and are interested in helping low income families purchase homes in Santa Cruz County, click here to complete an application. Deadline for submission is 10/23/09. Click [here](#) for details

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