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# The SCAOR e-Scoop

## OFFICE HOURS

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



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 [karen@scaor.org](mailto:karen@scaor.org)

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NATIONAL ASSOCIATION OF REALTORS® SAFETY WEEK



### Scam Alert!

At an open house, be alert to visitors' comings and goings, especially near the end of the showing hours. Police have reported groups of criminals that target open houses, showing up en masse near the end of the afternoon. While several "clients" distract the REALTOR®, others go through the house and steal anything they can quickly take.

### SCAOR Education Highlight

#### Fuel Up With FREE Technology Training with Internet Marketing for REALTORS®!

Tuesday, October 21st 2:00pm-4:00pm

Cost: FREE (Pre-registration is a must though)

In Internet Marketing for REALTORS® you'll get a tour of some of the hottest and free internet marketing tools like Facebook, MySpace and ActiveRain. In addition you'll find out why you as a REALTOR® should be using them, see how other real estate professionals are using them and more. You'll also find out about how C.A.R.'s latest technology tools-Clarus Investor and C.A.R. Online Education-can help keep your business engine tuned up and running at top speed.



To truly help fuel your drive, we'll be raffling off three (3) \$15 gas cards and three (3) free online trainings classes at the end of the session



### HAVE YOU MOVED LATELY? If so, then SCAOR needs to know!

Association dues billing is coming up and invoices will be mailed to the preferred mailing address that SCAOR has on file for you.

If you have moved in the past year or so please let us know what your new address is by sending an email to [norma@scaor.org](mailto:norma@scaor.org) or send a fax to 831-464-2881. To ensure that you receive all of SCAOR's mailings please send us your preferred mailing address IN WRITING by October 24th.

### Tickets are now on sale for the 4th Annual "A Taste of Santa Cruz"!

Come and purchase the tastiest ticket in town! Tickets for the November 13th event are only \$30 and WILL SELL OUT! Tickets can be purchased from a representative in your office or at the SCAOR office. "A Taste of Santa Cruz" is the signature fundraising event of the SCAOR Housing Foundation. Proceeds benefit the Closing Cost Assistance Grant program. More information can be found at [scaorhf.org](http://scaorhf.org) or by calling SCAOR at 831-464-2000. The event will be held at the Coconut Grove from 5:30-9:00 pm. We are currently seeking volunteers and silent auction items. Please email Julie Ziemelis at [julie@scaor.org](mailto:julie@scaor.org) to donate your time or an item. Thanks to our major sponsors, MetLife, David Lyng Real Estate, Keller Williams and the Good Times.

OCTOBER  
BLOW-OUT SALE

All Sign riders only \$3.50 and Shoecovers  
(box of 50 pairs) are just \$13.00  
(SCAOR Member Price)



The SCAOR Office will be closed on  
Monday, October 13th in observance  
of Columbus Day



### Coming up at SCAOR!

Oct. 6th [Myths & Misconceptions of Reverse Mortgages](#)

Oct. 8th [REO Sales! A Gold Mine or just the Shaft?](#)

Oct. 15th [Working with Buyers](#)

Oct. 21st [Internet Marketing](#)

Oct. 24th [Bullet Proofing the Transaction](#)

To register call SCAOR 831-464-2000  
For a complete list of classes click [here](#).