

# The SCCAR eScoop

October 20, 2010 - Vol. 3, Issue 89



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\* Remember, after  
November 15, Pro Search  
will no longer be available,  
and you'll be using Matrix  
for your MLS search, client  
management, statistics  
and related functionality.

## The Event of the Year is Just Around the Corner!



A Taste of Santa Cruz arrives on November 4th! Don't forget to get your tickets for this popular 6th Annual event online at [www.atosc.com](http://www.atosc.com) or by visiting the SCCAR offices.

Held at the Coconut Grove from 5:30 - 9:00 pm, ATOSC boasts delicious tastes and fabulous wines from over 30 local restaurants, wineries and breweries. The silent and live auctions will feature some fabulous items and exotic and local vacation packages.

**New live auction item!** Masterchef Jake Gandolfo is providing a custom designed menu for a party of 4 with a special main course wine pairing. Chef check! Food and wine check! All you need is to provide the locale!

All of this for the same low ticket price of \$30! Proceeds benefit low income families and individuals through our Housing Foundation. Have a great time for a great cause!

**Seeking Trustee Nominations**  
*Deadline Monday, October 25th!*

The Santa Cruz Association of REALTORS®  
Housing Foundation is seeking Trustees for



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

2011-2013. The Foundation works to assist low income first time homebuyers in Santa Cruz County. Please [submit](#) your Trustee Application by Monday, October 25, 2010. For more information about the Foundation please visit [www.scaorhf.org](http://www.scaorhf.org).

## Upcoming Events

10/20

[Tour & Marketing Meeting](#)

11/4

[A Taste of Santa Cruz](#)



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

Don't forget to  
Vote on Nov.  
2nd!



## What's Being Said About You Online?

In Online Reputation Management, the 6th workshop in our Social Marketing Series for Realtor series, you will learn how to use applications like Google to find out what is being said about you; The pros and cons of using YELP and other review based sites; Maximizing Social Site Testimonials. [Register Online!](#)



## It's A Girl!

A very joyous congratulations to SCCAR Board of Director, Betty Danner on the birth of her new granddaughter, Emily Jade Cordon! Betty and Emily's parents, Katelyn Ippisch and Robert Condon both of Santa Cruz, are overjoyed!



## Have you been to the Tour Meeting Lately?

*Next meeting: tomorrow, Oct. 21st!*

If not you're are missing out on the opportunity to promote your listing, network and possibly win giveaways and cash - the **cash pot is now \$120!** The meeting begins at 8:30 AM and ends by 9:00 AM. For complete details, [click here](#). Thank you to this week's speaker and sponsor, Rod Quartararo, Bay Federal. Mc'd by John Peterson.



## Get Your Pumpkin Ready to Show!

Pumpkin carving isn't fun just for kids, tap into your creativity and bring on your best at SCCAR's Pumpkin Decorating/Carving Contest!



Bring your already carved/decorated pumpkin to the October 28th Tour Meeting to enter! Winner receives a \$50 cash prize!

If you are unable to open any of the links visit our website at [www.scaor.org](http://www.scaor.org) or call Andrea Harbert at 831-464-2000 or send an email to [andrea@scaor.org](mailto: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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