

The SCCAR eScoop

October 27, 2010 - Vol. 3, Issue 90



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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.

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Feed Your "Inner" Foodie Next Thursday, November 4th!

A Taste of Santa Cruz will provide tons of tasty bites to satisfy the foodie in you. Don't forget to get your tickets for this popular 6th Annual event online at 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.

Masterchef Jake Gandolfo will be on hand at the event and 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 Volunteers For ATOSC

Help make this year's 'A Taste of Santa Cruz' a success by volunteering for a short shift. The shifts are 45 minutes which provides an opportunity to mingle, eat, bid and also help us out. Please contact Connie Landes if you are interested at



[Your Listing](#)

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

[Upcoming Events](#)

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

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



Keep Your
Eyes Out for the
2011 Dues Billing
Being Mailed out
Next Week!

connielandes@yahoo.com.

Don't forget to get your ticket! Visit www.atosc.com to buy online for call SCCAR at 464-2000.

Bring Your Pumpkin to Tomorrow's Tour Meeting!

Enter your carved or decorated pumpkin in the Tour Meeting Pumpkin Contest tomorrow 10/28/2010 to possibly win a \$50 cash prize! While you're here network, promote your listing, and possibly win giveaways and cash - the **cash pot is now \$140!** 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, Lauren Yungmeyer, State Farm Insurance who will discuss financial planning. Mc'd by Bobbie Herteman.



Using Video to Promote your Listings Online

In this 7th workshop in our Social Marketing Series for Realtor series, you will learn about YouTube and a host of other sites to help you list and gain the maximum amount of exposure for your listings online; Find out how these tools can help you build Search Engine Optimization; Learn the benefits of uploading to private player sites and how to email to clients for best results
[Register Online!](#)



Profit from Supra's Showing Information

Did you know that Supra will send you an email after a Showing Agent opens a keybox at your listing?

The email includes the Showing Agent's contact information, making it easier for you to follow up on the showing to obtain feedback and better market the property. And, since ActiveKEYs and eKEYs can transmit showing information immediately after a keybox is opened, showing emails can be current. To set showing emails: log onto SupraWEB. (For instructions on how to log onto SupraWEB, please click [here](#).) After logging in, please select Settings, and

then select General Email. Enter your email address and check each type of notice you want to receive.

It is also helpful if you assign your keyboxes to your listings. For more detailed instructions on how to do this, please refer to page 4 in the [SupraWEB Guide](#).

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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