

# REALTOR®

Your local Association news source

February 2022



## BUSINESS NEWS

U.S. Housing  
Market Starts 2022 with  
Record low Inventory



## PRESIDENT'S MESSAGE

Let's get through 2022  
even stronger than ever!  
We're here for YOU in 2022!



## 2022 GOALS

Going into the new year, you  
probably have one thing on  
your mind: What can I do to grow  
my business in 2022?







Kathy Oliver, SCCAR President

# PRESIDENT'S MESSAGE

bers updated in what lies ahead of us. Huge shout out to Kathy Hartman, CEO; Andrea Harbert, Communication, Marketing & Advertising Director; Karen Kirwan, Member Services Director; Katy Clark, Administrative Assistant; Linda Zoccoli, Bookkeeper; and, our amazing Government Affairs Director, Victor Gomez. Without them, we would not be where we are, and we would not have the strength we need to stay ahead of the trials and tribulations in front of us.

Let's talk about to Our MISSION: *Fostering a collaborative diverse community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights* and,

Our VISION: *Preparing REALTORS® for a Successful Tomorrow.* This will be my focus for 2022.

I am charged up and eager to continue our association's 2021-2023 strategic plan and continue our efforts to reach the goals in front of us.

I would love to see more members than ever involved in our association as we tackle Housing Affordability. Part of this is communicating our Santa Cruz County Association of REALTORS® Housing Foundation (SC-CARHF) to the buyers in need as well as, Covid 19 Rent Relief and Landlord Relief to help the community find programs that will help them with

the Steps Toward Homeownership. I encourage every one of you to consider volunteering in some capacity so we can prepare you for future leadership in our association. We are successful because of amazing volunteers, like you. Please participate and become involved and continue to drive our success.

If you're not able to volunteer, please consider putting your money where your efforts are and contribute to the REALTOR® Action Fund. We are so lucky to have the advocates and lobbyists in Sacramento and Washington DC fighting for our clients' private property rights and our ability to do business. Their efforts are behind the scenes and most members don't even know that are battles going on. Some of the achievements over the last two years include:

- Prop 19 education throughout the state
- Making sure REALTORS® were deemed essential workers so that we did not have to shut down our offices during COVID 19 state mandated shelter in place in 2020.
- Stopped point of sale mandates that could have cost homeowners thousands of dollars or prevented a sale from going through

)) **We're Here for YOU in 2022!**

Happy New Year! I hope you had a safe and festive holiday celebration and now are ready to take on this new year with excitement and positive anticipation. It is my honor to have this opportunity to represent the Santa Cruz County Association of REALTORS® as your 2022 President and I am looking forward to seeing our members continue to be healthy and prosperous throughout the year. It has been a difficult two years and I can't thank Morgan Lukina (2020 President) and Pete Cullen (2021 President) enough for their leadership in getting us through one of the most provocative periods in our lives. I feel blessed that I have such a dynamic team of officers and directors on this journey through the challenges our association and its members may be facing in 2022.

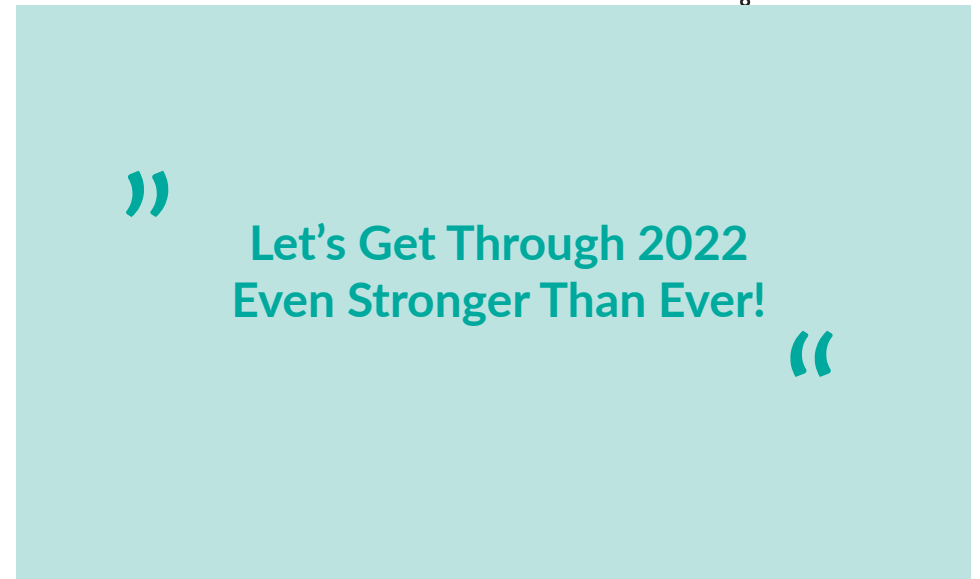
We're not out of the woods yet, but we are prepared for the next stage of this pandemic crisis and the Santa Cruz County Association of REALTORS® team is the reason for this. I want to acknowledge these amazing people for they keep the flow of the association moving and our mem-

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- Stopped direct taxing of REALTOR® commissions and other services related to a transaction

- Stopped political candidates who are against building housing and against REALTOR® issues

I have been a major donor for over 20 years because I believe in our industry and how important it is to have our lobbyists and governor affairs directors advocating for private property rights. Please consider contributing to the REALTOR® Action Fund at any level. Let's get through 2022 even stronger than ever! We're here for YOU in 2022!



## 2022 SCCAR BOARD OF DIRECTORS





### 111th Annual Installation & Awards Luncheon 2022 SCCAR Officers & Directors



What a gift to celebrate with everyone in person, and on such a beautiful day, thank you one and all who joined us.



President's Award Winners  
Kathy Oliver & Morgan Lukina



# CONGRATULATIONS 2021 AWARD WINNERS



**AFFILIATE of THE YEAR**  
Suzanne Schmidt,  
Old Republic Title Co.



**LIFETIME ACHIEVEMENT**  
Peg Popken  
David Lyng Real Estate



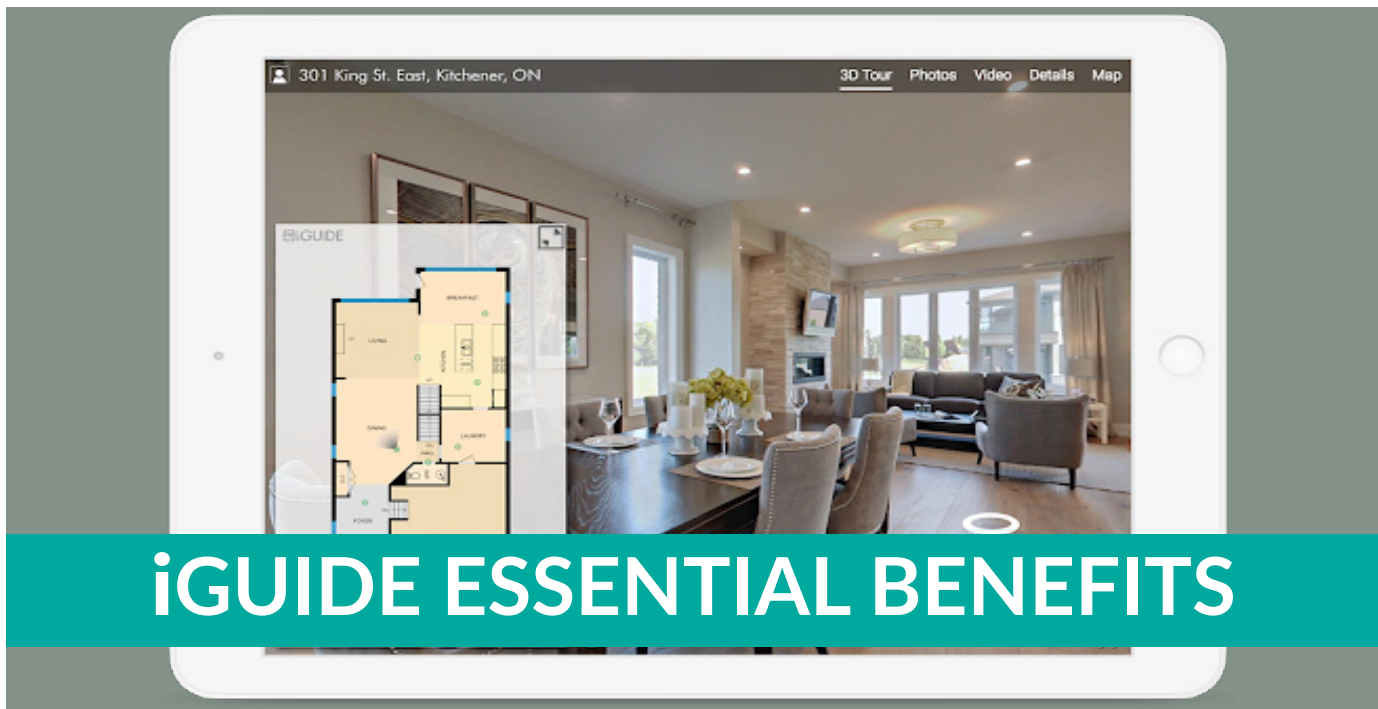
**REALTOR® of THE YEAR**  
Renee Mello  
Keller Williams Realty - SC

## FREE TELEHEALTH

For a limited time, REALTORS® Insurance Place, part of the REALTOR Benefits® Program, is offering two free months of their TeleHealth service for all NAR members. Members can learn more and enroll at <https://real-torsinsuranceplace.com/telehealth>. If you have any questions about this offer, please contact Paula Colling at [paula@sasid.com](mailto:paula@sasid.com).







If you have been thinking of ways to increase awareness and capture more qualified leads for your real estate services, iGuide is essential. With thousands of agents competing for the attention of buyers and sellers, you can stand out by showing why you are the Realtor® of choice. Your professionalism and experience are key to guiding the consumer on their real estate journey and the best way to prove your worth is by showcasing accurate and inviting property information. An iGuide from TourFactory can do exactly that.

The benefits of using an iGuide range from lead capture to fostering professionalism in your industry. A real estate agent's professional reputation relies on the perception of the public and you can make yourself shine by using state-of-the-art tools as part of your real estate marketing plan. So, what can an iGuide do for you?

**Prove your worth**

Real estate commissions are always being talked about. What are you giving the consumer for the fees you charge? With an iGuide, you can prove your worth by providing accurate information, easy-to-navigate 3D tours and floor plans, and reliable square footage of every listing. An iGuide is the proof that you are working for the seller to get their home sold quickly and with the least amount of hassle or disruption.

**Show professionalism**

Being a real estate agent is more than passing a test to qualify for a license. You must demonstrate professionalism at every step of the buyer's and seller's jour-

ney. Assisting the consumer with one of the biggest purchases in their life requires an element of trust. An iGuide helps you build your brand awareness while fostering professionalism in the eyes of the consumer. Consistent listing information across all your marketing channels from your website to social media platforms is possible with iGuides' immersive 3D tours, professional real estate photography, and accurate floor plans. You are a professional and your real estate marketing reflects that by increasing awareness and helping confidently represent the consumer.

**More referrals and farther reach**

iGuide technology allows you to extend your business reach farther than ever before. When you have satisfied the seller with a quick sale by using an iGuide in your real estate marketing, you can expect a referral in the future. There is nothing a real estate agent needs more than referrals from a happy consumer. Extending your reach beyond the typical area you "farm" for business is possible when using iGuide to capture the attention of buyers in remote locations or around the world.

When you are serious about real estate, the benefits of using an iGuide along with TourFactory's Powerhouse Platform for unparalleled syndication gives you an advantage in an extremely competitive field.



# UPCOMING EVENTS & EDUCATION



## Navigating a Multi Offer Market...Still 2/23

Our panel of top listing agents will share insights into various methods, unique perspectives, and review best practices at managing a multiple offer situation for their sellers.

Wednesday, February 23, 2022 - 9:30 - 11 AM via Zoom \$10 [Register](#)



## SCCP: History & Culture 2/18

Learn about your local history! This class will discuss a wide range of topics including historical buildings and monuments, San Lorenzo Valley, Capitola and Aptos history.

Wednesday, February 18, 2022 - 9:30 - 11:30 AM via Zoom \$20 [Register](#)

### MEMBER BENEFITS



Content Studio

Create personalized videos to share with your clients by adding your name, photo and contact information.



Member Webpages

Members can edit their free member page online to ensure that timely and accurate information is always available. This profile page is part of the public Find a REALTOR® search engine. It allows consumers to locate you for listings and fellow real estate agents match you for referrals. Best of all, it's FREE!



## DEFINE YOUR BRAND 2022 GOALS

Going into the new year, you probably have one thing on your mind: *What can I do to grow my business in 2022?*

And with so many options, it can be overwhelming at times to focus on one strategy.

Maybe you're writing out your new year goals now: *"Wake up at 5am, workout, green juice, cold shower, 20 doors knocked, 10 postcards sent, 5 calls made and \$250 in ad spend EVERY SINGLE DAY!"*

These are all great strategies to prospect for new business, but after doing all that work, you're beat! You haven't had time to update your website, take that new head shot or create a compelling brand video, which are all important pieces in earning your prospects trust when they begin to do research on you.

Don't worry, we've got you covered. We specialize in helping agents create high end video productions that define your brand and position your

business to attract those dream clients.

You need to the best photos, videos, aerials, 3D tours, floor plans and listing websites to make your properties stand out and impress your clients. And you need them fast! Like *"it's Tuesday and we're going live tomorrow"* fast. Preferably from a local company that you can trust. And all for a great price.

Give us a call today and mention SC-CAR for a free 30-minute Marketing Consult!

**Reggie Trimmingham**  
Owner, RT Productions  
(831) 600-6915

## Revised RPA Member Resources

In case you missed it, the November Legal Tools topic covered the Revised Residential Purchase Agreement and offers additional resources including a slide deck and quick guide. These documents outline what changed in the new RPA and what stayed the same in a concise, easy-to-follow manner and are available for download [here](#).

## Legal Tools QUICK REFERENCE GUIDE



## RISE TO THE TOP THROUGH EFFECTIVE PIVOTING

Over the last two years the terms "unprecedented" and "pivoting" have come up so many times that most of us are getting tired of hearing them. However, the reality is that constant change is all around us and addressing it can seem like a never-ending game of ping-pong with balls coming our way at rapid speed.

Pivoting has become the go-to way not only in business but all aspects of our lives. With no unforeseeable end ahead – or even what some call a new normal, how do you stay positive and adapt? How can you plan when you don't know what's to come?

While some are taken out of the game simply because they are overwhelmed or confused, most successful and popular brands we know and love have faced these unprecedented times before and were able to thrive despite the challenges.

Indeed, there is a recipe to how they've managed to rise to the top through effective pivoting. Here are three simple concepts that will help you to build the most important trait that is needed among constant changes in your business: Resilience.

### Embrace changes and keep making decisions

As obvious as it may seem, embracing change is the first step to harnessing your power, yet it's proven to be one of the most difficult, especially considering that as human beings most of us love a certain level of predictability and sense of certainty. Having said that, whole-heartedly embracing change and getting curious about the possibilities the changes might bring will set you apart from most who are unfortunately unable to adapt.

During times of change and disruption, even the smallest decisions made have the potential to leaving a lasting impact and ripple effect that is often out of our control. If uncertainty got you paralyzed while things still moving fast, decisions might be made for you by market conditions and resulting circumstances, which may or may not be in your best interest. On the contrary, by embracing and leaning into the challenge of an ever-changing environment, often does such attitude have a profound positive effect on your self-confidence and ability to problem-solve moving forward.

### Acknowledge wins

Along with embracing change around us, acknowledging wins – small or big – helps us to redirect our focus away from the problems or obstacles at hand that may seem too large to overcome to what's working well or turning in our favor at any given moment. Research has shown that our perception and awareness of what's working has a fundamental impact on our experience and outlook, hence taking baby steps and pivoting in that direction can make all the difference. All too often do we drown in the hits that we are taking and how hard it may be to get back on our feet when our resilience is tested but acknowledging even small wins will ultimately lead to the overall success of whatever we are facing and create momentum and a positive reaction. Make "nothing is too small" your motto, because remember, small wins are still that – wins.

### Stay optimistic

Combining both the embracing of change and acknowledging our wins requires a very important key to building resilience, and that is optimism. Looking at your business and its success as something that is still possible even when it doesn't

” embracing change is the first step to harnessing your power “



seem like it at the time. There are numerous examples of companies whose leaders couldn't see the opportunity that laid in the depth of change because they believed their time was over and failed to adapt.

Having said that, remaining optimistic does not mean you turn a blind eye to the negative changes happening around your organization, it is the ability to look past them and think further into a clear path that brings opportunity amid change and losses. Look at brands that started doing something completely different and adapted over time, for example Netflix who used to sell DVD's exclusively. They embraced the change of streaming and digital services and looked ahead to create their business as we know it today. Although the future is always unsure to some extent, those companies that embrace the change, celebrate wins

and stay optimistic significantly change the odds of being the ones that come out on top.

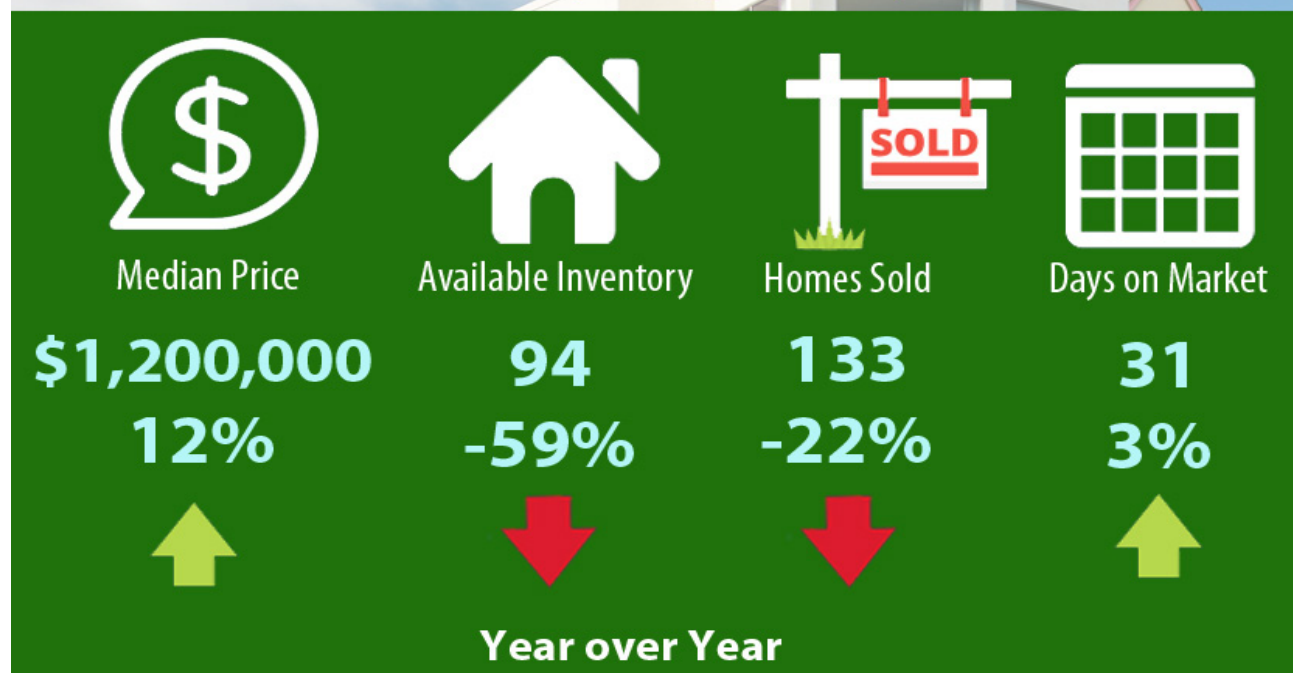
Combining these three factors will give you a simple yet profound recipe for what I like to call "building your resilience muscle". As is true with any other muscle you strengthen, it takes time to build up and withstand great challenges. So ask yourself, do you believe there will ever be a better time to start building and believing in your resilience? Since the here and now is the only time we control, I encourage you to start today and take control so that you can thrive and come out even stronger on the other side.

Reprinted from REALTrends



## Market Snapshot - December 2021

### Santa Cruz County - Single Family Residential



## Santa Cruz County Housing Statistics

December 2021: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	6	8	20	24	\$1,812,990	\$1,466,000	\$882	103%	\$36,259,815	1,782	9,699	0.3
Ben Lomond	3	4	6	13	\$1,137,575	\$1,137,952	\$587	107%	\$6,825,454	1,947	145,156	0.6
Boulder Creek	4	12	16	30	\$788,468	\$770,000	\$578	102%	\$12,615,500	1,478	53,026	0.7
Brookdale	1	1	1	14	\$636,000	\$636,000	\$454	103%	\$636,000	1,402	6,882	1
Capitola	2	1	4	29	\$1,682,500	\$1,665,000	\$1,066	108%	\$6,730,000	1,753	5,249	0.4
Corralitos	0	2	0									
Felton	4	8	9	20	\$938,444	\$810,000	\$824	103%	\$8,446,000	1,504	124,006	0.8
Freedom	0	0	1	13	\$825,000	\$825,000	\$405	100%	\$825,000	2,037	5,619	0
La Selva Beach	1	1	2	16	\$1,982,500	\$1,982,500	\$1,409	107%	\$3,965,000	1,531	163,132	1
Los Gatos	4	11	5	55	\$1,332,000	\$1,500,000	\$602	97%	\$6,660,000	2,320	88,218	1.7
Mount Hermon	0	0	0									
Santa Cruz	19	23	33	37	\$1,759,750	\$1,504,000	\$939	108%	\$58,071,758	1,899	16,832	0.5
Scotts Valley	1	4	9	18	\$1,261,444	\$1,250,000	\$635	106%	\$11,353,000	2,151	23,677	0.3
Soquel	0	2	1	5	\$2,200,000	\$2,200,000	\$528	102%	\$2,200,000	4,168	97,705	0.7
Watsonville	13	17	26	43	\$928,390	\$865,000	\$468	101%	\$24,138,165	1,875	55,601	0.8
<b>Summary</b>	<b>58</b>	<b>94</b>	<b>133</b>	<b>24</b>	<b>\$ 1,329,620</b>	<b>\$1,250,000</b>	<b>\$602</b>	<b>104%</b>	<b>\$178,725,692</b>	<b>1,988</b>	<b>61,139</b>	<b>0.7</b>

December 2021: Santa Cruz County - Common Interest Development												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	0	5	2	28	\$917,500	\$917,500	\$582	100%	\$1,835,000	1,575	1,307	1.1
Boulder Creek	0	1	0									
Capitola	0	3	0									
Freedom	0	2	0									
La Selva Beach	0	0	1	3	\$1,325,000	\$1,325,000	\$1,274	102%	\$1,325,000	1,040		0
Santa Cruz	3	20	1	5	\$550,000	\$550,000	\$849	106%	\$550,000	648		1.9
Scotts Valley	0	1	0									
Watsonville	0	3	1	11	\$465,000	\$465,000	\$403	109%	\$465,000	1,155		0.6
<b>Summary</b>	<b>3</b>	<b>35</b>	<b>5</b>	<b>12</b>	<b>\$814,375</b>	<b>\$733,750</b>	<b>\$716</b>	<b>104%</b>	<b>\$ 4,175,000</b>	<b>1,105</b>	<b>1,307</b>	<b>0.9</b>

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

## U.S. Housing Market Starts 2022 with Record low Inventory

For the first time since Redfin began recording in 2012, nationwide active listings fell below 500,000 to 482,000 during the four-week period that ended Jan. 2, according to a report released on Thursday. This is a 27% decrease from a year prior.

In addition, the number of newly listed homes for sale fell 10% year over year.

"We're kicking off yet another year with a whole lot of buyers whose home search has been ongoing for months, and they are as eager as ever," Redfin Chief Economist Daryl Fairweather said in a statement. "This month, the stage will be set for the 2022 housing market, and we'll be closely watching whether prices climb like they usually do in January or whether they start off high and stagnate due to rising mortgage rates."

During this time period, the median home sales price rose 14% year over year to \$358,460 and the median asking price of a newly listed home increased 12% to \$341,200. The percentage of homes that sold above also increased from a year prior — to 41% from 33%. However, the percentage of homes seeing price decreases also increased. On average, 2.4% of listings for sale each week during this time period had a price drop. Overall, the average sale-to-list price ratio was 100.3%.

Another result of the low inventory/high demand conditions is the decrease in the median number of days a home that sold sat on the market. A year ago, this number was at 34 days, but during the four-week period ending Jan. 2, it was 27 days. Of the homes that sold

during this time period, 40% had an accepted offer within their first two weeks on the market.

Homebuyers, however, do have some reasons to be optimistic. As we head into spring, agents are expecting more listings to come on the market.

"I've already been hearing from Redfin agents in extremely supply-constrained markets like Austin that they are getting more interest than usual from homeowners about selling early this year," Fairweather said in a statement. "A lot of these people spent the last couple months getting their homes spruced up and ready to list. This gives me hope that more sellers will be motivated to take action now that the new year has arrived."