

REALTOR[®]

Your local Association news source

July/August 2022



SCCAR ANNUAL CHARITY GOLF & CORNHOLE TOURNAMENT



BE A SUPER HERO FOR CHARITY AND JOIN US ON THE GREEN

BUSINESS NEWS

8 back to basics business actions agents should take today



EVENTS

When Shift Happens
August 17



MARKET DATA

State and local housing data + Market Minute



WELCOME OUR 2023 LEADERS!



PRESIDENT 2023 JENNIFER WATSON SERENO

Jennifer currently serves on the Board of Directors as President Elect, on the Finance committee and Event Committee and has served on many other committees during her tenor. She is on Sereno Real Estate's 1% for good committee as well as the Agent Advisory Council. Jennifer sits on the executive committee and is co-founder of the Pajaro Valley Sports Foundation and is in the midst of building its first soccer field at Freedom Elementary. Watson previously served on the YMCA fundraising committee, Santa Cruz Derby Girls Public Relations committee, raised puppies for Guide Dogs for the Blind, Inc. and donates blood to the Red Cross several times a year. She managed the Aptos Tide boys soccer team U14 for the past several years and is involved with the county's Early Start program with her daughter with Down Syndrome. She has three children (two teen boys – Wade and Zander- and preschool daughter, Abigail) and a dozen chickens.



PRESIDENT ELECT 2023 CAROL VANAUSDAL CAROL VANAUSDAL, BROKER



Carol has resided in Santa Cruz County for over 36 years and has been a licensed real estate professional for over 22 of them. Prior to real estate, she owned and operated multiple businesses in CA and also Colorado. She has always have been invested in her chosen career and since becoming a real estate agent has strived to learn all facets of the profession. Carol continued her education year over year and eventually in 2012 achieved her broker's license. Four years later, she became the Designated Broker for a Bay Area company with over 200 agents, teaching contracts classes, revising the operating manual, and mentoring agents to grow their careers. This past year she worked with the DRE on revising and updating the CA real estate exam. Carol became active in SCCAR early on in her career and finds it very rewarding. She was a founding member of the Housing Foundation and previously served on LGR and the SCCAR Board of Directors, becoming Treasurer in 2014. Carol is currently chair of the MLS Task Force committee, serves on Pro Standards and is a member of the MLS Rules Committee.



WE'RE BACK IN-PERSON!

Join us at the Long Beach Convention Center
Pre-Conference • OCT. 11, 2022 (Paid Day)
Conference + Expo Hall Open • OCT. 12-13, 2022
(FREE FOR C.A.R. MEMBERS)

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TREASURER 2023 RENEE MELLO KELLER WILLIAMS REALTY - SC

Renee is a third generation native of the Monterey Bay area and although originally licensed in 1986 she committed herself to Real Estate full time in 2000. She is active in numerous local non-profits including the Rotary Club of Watsonville, the Santa Cruz County Fairgrounds Foundation, the Pajaro Valley Chamber of Commerce and the local Women's club. She has held leadership positions in all these organizations. One of her greatest honors was being named Realtor of the Year for 2021 and is looking forward to being recognized as Woman of the Year July 30th at the Pajaro Valley Chamber of Commerce. She enjoys working with her clients in achieving their Real Estate Goals in addition to coaching new agents in the Keller Williams office. Most of all, though, she loves traveling in her RV with her husband Bob.



DIRECTOR 2023 PETE EUBANK ROOM REAL ESTATE

Being raised in a family who ran a construction company, Peter Eubank had his interest in the housing industry piqued at a young age. While growing up in Ventura County, Peter was taught to wake up early, work hard all day, and leave late after the job is done. He continues to hone that strong work ethic in his real estate career today.

Since becoming a real estate agent in 2017, Peter has applied a can-do and passionate attitude to each of his deals. For every transaction, Peter approaches his clients with the positive mentality that good economics stems from good ethics. Focusing on the client's needs and treating each person ethically and fairly is the only way to be successful within the industry.

Peter came to real estate from a sales and account management background, which helped instill in him the understanding of how to build a rapport with clients, while also getting results.

Though Peter is usually focused on selling real estate and real estate investment and staying on top of economic trends, he does find some time to spend on other activities, such as his side business that fundraises money for local elementary schools. Typically when Peter has some downtime, he will spend time with his family cooking tacos with handmade tortillas and enjoys recreational activities like surfing, walking on the beach, and having a fire in the backyard with friends.



Fairhaven: A Fair Housing Simulation by NAR



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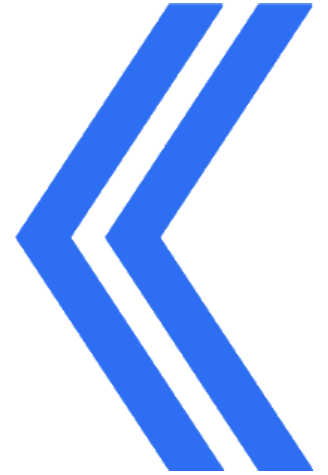
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DIRECTOR 2023 DAVID WEBB EXP REALTY

David Webb has lived and worked in Santa Cruz for the past 38 years. He became a real estate agent in 2002 and got his broker's license in 2006. David is passionate about real estate and enjoys the whole process. Real estate is an art, he likes to call it the "Art of Real Estate." He believes his whole life experience has brought him to a place, where he feels he is living his best life and doing what comes naturally. David has been married to my wife Sarah for the past 12 years and has a daughter Norah who is 16 years old. They enjoy all that Santa Cruz has to offer. Serving on the board at the Association for David is another way for me to give back to the community which has given him so much.



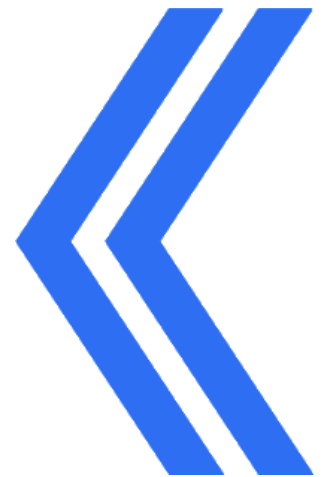
DIRECTOR 2023 DANA SALES C21 REAL ESTATE ALLIANCE

Dana was born in Watsonville, grew up on a family farm and attended local public schools. He then received a congressional appointment and was admitted to the United States Naval Academy in Annapolis, Maryland. After leaving the Navy, Dana returned to Watsonville and opened a small business downtown on Main Street, Penguin Printing which he owned and operated for 10 years. Subsequently, he obtained his Real Estate license and has been a REALTOR for 35 years, as a broker since 2000. Dana was elected REALTOR of the Year at the Watsonville and Pajaro Valley Associations of REALTORS and served as president at both. Additionally, he has served as a C.A.R. Director on the state level. He looks forward to bringing his expertise to the director position at SCCAR.



RETURNING LEADERS

- Kathy Oliver, Oliver Property Management, Immediate Past President
- Connie Landes, Anderson Christie, Inc., Director
- Carol Lerno, Main Street REALTORS, Director
- Greg Lukina, David Lyng Real Estate, Director
- Mary Thomas, Bradfield and Associates, Director
- Randy Turnquist, C21 Real Estate Alliance, Director



UPCOMING EVENTS & EDUCATION

Certified International Property Specialist (CIPS)

Attend the 5-Day 2022 CIPS Institute at the San Francisco Association of REALTORS Why CIPS? Distinguish yourself as the Professional Global

July 25 - July 29, 8:30 AM - 5 PM
Held at the San Francisco AOR
[Register](#)



When Shift Happens 8/17

We're in a shifting market. No doubt about that. Have we been here before? What does history tell us? Should we be concerned or is this just another challenge in our business cycle? Learn where we have been, where we are now and how that can help us navigate the future.

Wednesday, August 17, 9:30 - 11:30 AM - Zoom & In Person Option
Early bird pricing! [Register](#)



RPR Fundamentals 7/29

Realize the power to access property data for virtually any home in the nation! With professional-looking color reports, be ready to make a listing presentation that sets you apart from the crowd.

Friday, July 29, 2022 - 10 AM [Webinar Access](#)

City & County Schools (SCCP) 8/26

The sixth in our SCCP (Santa Cruz County Pro) series will feature Faris Sabbah, County Superintendent of Schools speaking on our City & County schools. This class can be taken independently of the series.

Friday, August 26, 2022 - 9:30 - 11 A<
Held via Zoom. [Register](#)



Homesnap PRO+ 8/2

Join us for a LIVE interactive webinar designed specifically for the Homesnap PRO+ subscriber. Learn the premium tools that are built right into the Homesnap PRO+ platform.

Tuesday, August 2, 2022 - 12 PM,
[Webinar access](#)



Tour Marketing Meeting Thursday Mornings

Join us for our weekly Tour Marketing meeting to promote a listing, hear about what's on the market and what's coming up, share wants/needs and see some friendly faces! Meetings are held at our office, 2525 Main St., Soquel from 9 – 9:30 AM.



WHAT YOU NEED TO KNOW ABOUT THIS MONTH'S MARKET.

[CLICK HERE!](#)

#edcomm

When *Shift* Happens

Wed., August 17, 2022 | 9:30 - 11:30 AM



SCCAR
Santa Cruz County
Association of
REALTORS®

We're in a shifting market.

No doubt about that.

Have we been here before?

What does history tell us?

Should we be concerned or is this just another challenge in our business cycle?

Learn where we have been, where we are now and how that can help us navigate the future.

Speakers

Robert Bailey, Bailey Properties, Inc.
Michelle Ronco, MLS Listings/Aculist, Inc.
Tai Boutell, Santa Cruz Lending Group

Register

Online: www.mysccar.org
Call: 831-464-2000
\$10 Early Bird through August 1st, \$15 after
Location: SCCAR, 2525 Main St., Soquel with a virtual option via Zoom




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REALTORS®

Santa Cruz County Association of REALTORS®

Summer Salsa BASH

Wednesday, August 24, 2022
11 AM - 2 PM
SCCAR Patio
2525 Main St., Soquel

Register online mysccar.org or call 831-464-2000
\$5 until August 15, 2022! \$10 after or \$15 at the door

Sponsored by:



REALTOR® SAFETY TIPS



10:51 PM

911

1

2

Have an emergency number, like 9-1-1, on speed dial, and always keep your cell phone on you while meeting a new client, at an open house or when showing a property.

Learn more at NAR.realtor/safety

#REALTORSafetyNetwork



NAR now offers a REALTOR® Safety Network to notify members across the country of safety concerns and emergencies. Learn more at: <https://www.nar.realtor/safety/realtor-safety-network>



SCCAR ANNUAL CHARITY GOLF & CORNHOLE TOURNAMENT



BE A SUPERHERO FOR CHARITY AND JOIN US ON THE GREEN!

Benefitting:



Teen Kitchen Project

Friday, October 7, 2022
Seascape Golf Course

SPONSORSHIP OPPORTUNITIES OPEN!

Email: andrea@mysccar.org for sponsorship information

MEMBERS IN THE COMMUNITY: VOLUNTEER DAY 2022

On June 14 over 20 SCCAR members worked to fill 745 bags for distribution at Second Harvest Food Bank Santa Cruz in honor of NAR's Volunteer Days. Through hard work, teamwork and some great group energy, Team SCCAR worked furiously to fill as many bags as we could and well surpassed our goal. Thank you all for showing up and making a difference - you are the absolute best of the best.

Volunteers

SCCAR President Kathy Oliver, President Elect Jennifer Lyng Watson, Jeana Beech, Paige Bohrer, Tai Boutell, Chris Braun, Gonzalo Castillo-Perez, Sal Covarrubias, Kari Falconer, Tamar Frey, Jenifer Gibson, Connie Landes, Danette Lawrence, Jessica Madani, Patricia Nelson, Jennifer McCoy Nielsen, Dana Sales, Suzanne Gorham Schmidt, MJ Stearns, Kristie Dalman-Goes



Earn Your At Home With Diversity® (AHWD) Certification

REALTORS® know the importance of adapting and remaining relevant in today's marketplace. By developing a business practice rooted in inclusion and equality, REALTORS® can help buyers of all cultural backgrounds achieve the dream of homeownership. The At Home With Diversity® (AHWD) certification course covers how to work effectively with diverse populations so that you can build business success in today's multicultural real estate market. Learn more



Community Involvement? We have a hashtag for that!

Hey SCCAR members! SCCAR wants to know what you and your offices are doing for our community! We are aware that many of you, either individually or through your office, support charities and volunteer in a variety of ways to make our community a better place and want to recognize those efforts. To assist in that endeavor, we have a hashtag for that! Whenever you or your company post about giving back to the community add **#screaltorsCare** to the post! This will make it possible for us and others to easily find out what good works are happening and acknowledge those efforts.

#SCRealtorsCare



MREP KICKOFF



MLS RULE CHANGES

MLSListings Compliance department is sending notice for the following two rules updates.

1. Lockbox Rule Change

In April the MLSListings Board of Directors voted to amend the MLS rules section for the type of lockboxes allowable in the MLS service area.

- Effective immediately, the Supra BT LE is the required type, if any lockbox is used to provide showing access for agents.
- Notices will be sent to listings which are indicating other lockboxes for access.
- Enforcement begins May 25th.
- Note: A lockbox is not required on listings but if there is a lockbox used for showing access, there must also be the Supra lockbox BT LE
- Changes to listing input options will follow

Currently, the Supra BT LE (Bluetooth Low Energy) is the type SCCAR offers.

The MLS Rules can be found [here](#). The changed section is 13.12 Lockbox Accessibility

2. Changes to List Price Upon Acceptance

Recent agent activity has emerged where the list price of a property is being changed to reflect the price of the accepted offer. The reasons given were primarily to influence the property's appraisal.

The MLS rules have a prohibition on this type of change. In section 10.2 Reporting of Sales, the rule reads: The listing shall be published on the MLS as "contingent" or "pending" with no price or terms prior to the final closing.

If price change activity is reported or detected the MLS Compliance department will restore the last list price and issue a first offense warning and then subsequently fines and other enforcement will follow.

This is the rule: 10.2 Reporting of Sales

Listings with accepted offers shall be reported to the MLS or input into the MLS database by the listing broker as "contingent" or "pending" by the end of next day after the acceptance by the listing broker unless the negotiations were carried on under Section 9.1 (a) or (b), in which case, the buyer broker shall notify the listing broker of the "contingent" or "pending" status by the end of next day after acceptance, whereby the listing broker shall then report or input the status change to the MLS by the end of next day after receiving notice from the buyer broker. **The listing shall be published on the MLS as "contingent" or "pending" with no price or terms prior to the final closing.** Upon final closing, the listing broker shall report or input the listing in the MLS as "sold" and report the selling price by the end of the next day after the final closing date unless the negotiations were carried on under Section 9.1 (a) or (b), in which case, the buyer broker shall notify the listing broker of the "sold" status and selling price by the end of the next day after the final closing date, whereby the listing broker shall then report or input the status change and selling price to the MLS by the end of the next day after the final closing date.

Should you have questions regarding either topic or to report a violation, please contact MLSListings Compliance at compliance@mlslistings.com or call 408-874-0200, option #2

8 BACK TO BASICS

BUSINESS ACTIONS AGENTS SHOULD TAKE

If you haven't been in real estate for a market that doesn't have your sellers wading through 20 offers and buyers so desperate for a home that they are waiving contingencies, then you're in for a surprise as the market moves to a more normal one. It's time to go back to basics, or start with the basics, so you can thrive today. Why?

First, it sets you apart from the competition. So many real estate agents are caught up in digital marketing that they neglect basic strategies that involve face-to-face contact. By going back to basics, you are forging a connection that sets you apart from the competition. It's Refreshing: We've all heard how taking a break from the internet can be restorative to our mental health. Moving away from digital will provide a new outlook for you and the improved attitude will rub off on potential clients.

Second, it provides face-to-face contact. It's easy to connect with people online, but nothing will replace that personal touch that comes from shaking hands and knocking on doors.

Back-to-basic strategies for real estate agents

So what back-to-basic strategies should real estate agents be using in their campaigns? Here are a few ideas.

Knocking on doors: Knocking on doors is not easy, but it can be well worth the effort. The idea is to meet potential new clients and build a rapport of trust. You may get some doors shut in your face, but you will also make tons of connections that can lead to high-priced conversions.

Face-to-face appointments: The priority when chasing down a lead is often to schedule an appointment. During the appointment, you can discuss your qualities and find out if the client is interested in selling. Appointments can be done over the phone or video conference, but a face-to-face appointment will hold the most weight.

If you are contacted by a prospective customer, don't sit on the call. Get back to them immediately. They could be looking to buy or sell the moment they make contact and any delay on your part will mean they are on to the next.

Snail mail: Email has been shown to produce a high ROI. But snail mail is also effective. You can send out postcards and letters introducing yourself to your community, pointing out marketing trends and advertising properties you have listed. With many agents veering away from this medium, your written communication is sure to stand out.

Thank someone: It's important to make a favorable impression on someone after you close a sale. This will make them inclined to refer you to someone who requires real estate services. You can do this by sending an old-fashioned thank you note or a gift such as a coffee house gift card, chocolates, house-warming gifts, or flowers.

Hone your communication skills: As an agent, it's up to you to make your clients feel like they have your undivided attention. You can do this by listening to what they have to say. Remember, listening takes more than just hearing words. It involves paying attention to body language and asking questions.

Customers will also appreciate it if you pay attention to small details. This can be extremely helpful to buyers who are seeking the right property. Take notes if necessary.

Stay in touch: Staying in touch will keep you in your clients' minds so they call you first when they, or someone they know, requires your services. You can stay in touch by sending out emails or newsletters, or, to get more personal, send them a card to wish them a happy birthday. Or call or send a message when you hear about news they may be interested in.

Know your stuff: It may seem like a basic skill, but it's important to be a subject matter expert. This includes things like knowing how to fill out contracts, write a compelling offer letter, and getting familiar with the inventory in your community.

If you don't have these skills down pat, you can always work on them and/or brush up on your education through classes so you will impress current and future clients.

Host events: Events are a great way to connect to people on a personal level. The internet has given us so many marketing options, but it's important not to neglect a back-to-basics approach. These strategies will establish a personal connection and help you stand out from the competition.

Chris Heller is a real estate industry expert, best-selling author and currently serves as the chief real estate officer at Ojo Labs.

Report as of

July 2022



California Latest Market Data

How the market is doing



*Daily Average
for week ending
July 2, 2022

585

Closed Sales
per day*



376

Pending Sales
per day*



305

New Listings
per day*



% change indicates change from last week



What REALTORS® are saying



4.7%

29.5%

Closed a sale



-1.7%

23.5%

Entered escrow



-0.6%

25.3%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



-10.3%

12.7%

Sales will be up

-15.3%

7.3%

Prices will be up

6.8%

44.4%

Listings will be up

% change indicates change from last month

Source: California Association of REALTORS®

Santa Cruz County Housing Statistics

June 2022: 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	32	50	23	19	\$1,939,287	\$1,500,000	\$858	103%	\$44,603,615	1,879	25,341	1.8
Ben Lomond	7	11	7	17	\$1,014,285	\$925,000	\$615	103%	\$7,100,000	1,770	24,954	1.7
Boulder Creek	14	24	13	19	\$775,769	\$739,000	\$558	102%	\$10,085,000	1,423	85,770	1.9
Brookdale	1	2	1	8	\$730,000	\$730,000	\$544	100%	\$730,000	1,342	6,142	1.5
Capitola	5	4	4	57	\$2,248,750	\$2,147,500	\$1,558	106%	\$8,995,000	1,442	3,207	1.3
Corralitos	1	5	0									
Davenport	1	1	0									
East Santa Cruz	1	0	0									
Felton	7	17	15	18	\$857,933	\$825,000	\$610	105%	\$12,868,999	1,366	21,035	1.4
Freedom	3	4	0									
La Selva Beach	2	3	1	5	\$1,250,000	\$1,250,000	\$728	100%	\$1,250,000	1,717	6,795	9
Los Gatos	11	17	9	35	\$1,592,055	\$1,701,000	\$642	99%	\$14,328,500	2,337	232,397	1.6
Mount Hermon	0	1	0									
Santa Cruz	58	84	38	12	\$1,885,717	\$1,602,500	\$906	107%	\$71,657,251	2,281	16,824	1.8
Scotts Valley	16	29	15	16	\$1,472,922	\$1,360,000	\$782	99%	\$22,093,843	2,087	62,268	2.1
Soquel	5	13	4	12	\$1,526,000	\$1,529,500	\$891	103%	\$6,104,000	1,718	29,212	3.5
Watsonville	20	39	13	14	\$894,769	\$900,000	\$536	104%	\$11,632,000	1,706	26,752	1.9
Summary	184	304	143	19	\$ 1,348,957	\$1,305,000	\$685	103%	\$211,448,208	1,756	45,058	2.5

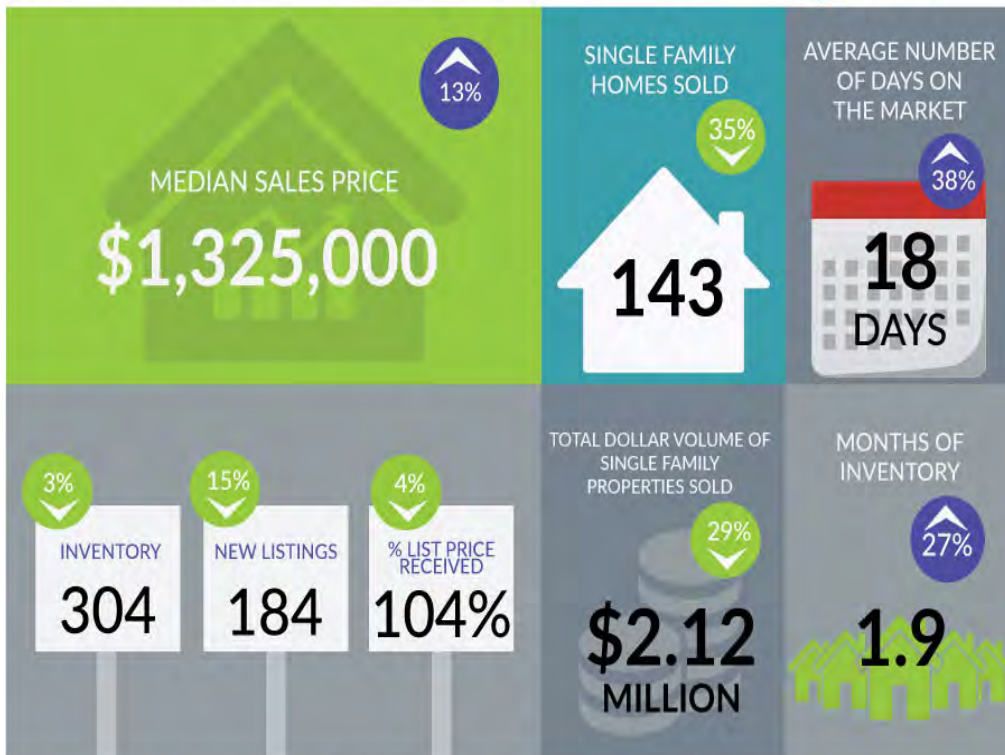
June 2022: Santa Cruz County - Common Interest Development

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	8	13	10	16	\$1,000,141	\$990,000	\$834	101%	\$10,001,414	1,187	1,379	1.4
Capitola	8	15	5	14	\$729,200	\$745,000	\$837	100%	\$3,646,000	821	610	3.8
Freedom	0	1	1	22	\$640,000	\$640,000	\$617	98%	\$640,000	1,037	1,568	1
Santa Cruz	14	21	12	8	\$948,445	\$912,500	\$687	105%	\$11,381,346	1,331	1,450	2
Scotts Valley	3	4	2	8	\$826,000	\$826,000	\$656	104%	\$1,652,000	1,262	1,525	1.2
Soquel	1	1	0									
Watsonville	3	12	5	11	\$543,000	\$550,000	\$472	98%	\$2,715,000	1,242	1,035	2
Summary	37	67	35	13	\$781,131	\$785,500	\$672	101%	\$ 30,035,760	1,147	1,261	1.9

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

MARKET MINUTE

JUNE 2022 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR



July 04, 2022 – With mortgage rates steadily coming down after reaching a recent peak in mid-June, the market began to show some signs of stability as purchase mortgage applications remained unchanged from the prior week. Home sales remained depressed from the prior year, however, as economic uncertainty and higher borrowing costs continued to expand their role in homebuyers' decision to purchase. With inflation remaining high and the economy expected to pull back, the market will normalize further in the second half of 2022 with softer sales and more moderate price growth.

